



Alaska Highway Safety Plan

Federal Fiscal Year 2023

prepared for

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under the direction of

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Transportation and Public Facilities**

prepared by

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Table of Contents

Acronym Guide	vii
Introduction	1
Our Mission	2
1.0 Alaska’s Highway Safety Planning Process.....	3
1.1 Planning Process	3
1.2 Alaska’s Traffic Safety Challenges	4
1.3 Performance Measure and Target-Setting Process	12
1.4 Countermeasure and Strategy Selection Process.....	14
1.5 Coordination with the Strategic Highway Safety Plan	16
1.6 New Legislation.....	16
2.0 Highway Safety Performance Plan	17
2.1 Program Area Level Reporting Issues.....	17
2.2 Performance Report.....	17
2.3 Statewide Performance Trends and Problem Identification	19
2.4 Highway Safety Performance Targets for FFY 2023.....	27
3.0 Highway Safety for FFY 2023	33
3.1 Overview	33
3.2 Evidence-Based Traffic Safety Enforcement Program	33
3.3 Impaired Driving Program Area	35
3.4 Occupant Protection Program Area.....	48
3.5 Speeding Program Area	64
3.6 Motorcycle Safety Program Area.....	71
3.7 Pedestrian and Bicycle Safety Program Area	76
3.8 Novice Drivers (20 and Under) Program Area.....	86
3.9 Distracted Driving Program Area	91
3.10 Traffic Records Program Area	95
3.11 Planning and Administration Program Area.....	104
3.12 Strategic Communications Plan.....	108
3.13 NHTSA Equipment Approval	114
3.14 164 and 154 Transfer Funds	114
4.0 FFY 2023 Planned Activities and Project List	115
5.0 State Certifications and Assurances.....	119
5.1 Certification and Assurances for FFY 2023 Highway Safety Grants	119
5.2 Appendix B to Part 1300 – Application Requirements for Section 405 and Section 1906 Grants	132
6.0 FFY 2023 HSP Amendments	133

List of Tables

Table 1.1	Annual Planning Process	3
Table 1.2	Core Performance Measures for FFY 2023	10
Table 1.3	Data Sources	12
Table 1.4	Stakeholders in the Planning Process.....	13
Table 2.1	Progress on Performance Targets	17
Table 2.2	Alaska Traffic Safety Trends 2015 to 2020	20
Table 2.3	FFY 2023 Performance Targets and Measures	28
Table 3.1	Alaska FFY 2022 Child Restraint Inspection Stations.....	56
Table 3.2	FFY 2023 Child Passenger Safety Technician Courses	57
Table 3.3	Traffic Records Assessment Priority Recommendations	96
Table 4.1	FFY 2023 Planned Activities Identifiers.....	115
Table 4.2	FFY 2023 Project List.....	116

List of Figures

Figure 1.1	Statewide Crashes by Severity.....	6
Figure 1.2	Fatalities by Roadway User Group.....	6
Figure 1.3	Serious Injuries by Roadway User Group	7
Figure 1.4	Top Five Boroughs for Fatalities.....	8
Figure 1.5	Serious Injuries for Five Most Populous Boroughs	8
Figure 1.6	Crash Causation Factors	9
Figure 2.1	Statewide Fatalities.....	21
Figure 2.2	Statewide Serious Injuries	21
Figure 2.3	Statewide Fatality Rate per 100 MVMT	22
Figure 2.4	Fatalities Involving Driver or Motorcycle Operator with Greater Than 0.08 BAC.....	23
Figure 2.5	Unrestrained Passenger Vehicle Occupant Fatalities	23
Figure 2.6	Speeding-Related Fatalities	24
Figure 2.7	Motorcycle Fatalities.....	24
Figure 2.8	Unhelmeted Motorcycle Fatalities	25
Figure 2.9	Drivers Age 20 or Younger Involved in Fatal Crashes	25
Figure 2.10	Pedestrian Fatalities	26
Figure 2.11	Bicyclist Fatalities	26
Figure 2.12	Observed Belt Use for Passenger Vehicles	27
Figure 3.1	Alcohol Suspected Fatalities Involving Driver, Motorcycle Operator, Pedestrian, or Bicyclist.....	35
Figure 3.2	Alcohol Suspected Driving Fatalities by Driver Gender and Age Group 2016-2020.....	36
Figure 3.3	Alcohol Suspected Fatalities by Five Most Populous Boroughs	36
Figure 3.4	Alcohol Suspected Serious Injuries by Five Most Populous Boroughs.....	37
Figure 3.5	Alcohol Suspected Fatalities and Serious Injuries by Day of Week.....	38
Figure 3.6	Alcohol Suspected Fatalities and Serious Injuries by Time of Day	38
Figure 3.7	Observed Belt Use Rate for Passenger Vehicles, Front Seat Outboard Occupants	49
Figure 3.8	Unrestrained Passenger Vehicle Occupant Fatalities	50
Figure 3.9	Unrestrained Fatalities and Serious Injuries by Vehicle Type.....	50
Figure 3.10	Unrestrained Fatalities by Age Group	51
Figure 3.11	Speeding-Related Fatalities and Serious Injuries	65
Figure 3.12	Speeding-Related Fatalities by Driver Gender and Age Group	65
Figure 3.13	Speeding-Related Fatalities and Serious Injuries by Day of Week.....	66
Figure 3.14	Speeding-Related Fatalities and Serious Injuries by Time of Day	66
Figure 3.15	Percent of Speeding-Related Fatalities by Roadway User	67
Figure 3.16	Percent of Speeding-Related Serious Injuries by Roadway User.....	67

Figure 3.17	Motorcyclist Fatalities	72
Figure 3.18	Motorcyclist Fatalities by Gender and Age	72
Figure 3.19	Motorcyclist Fatalities and Serious Injuries by Day of Week	73
Figure 3.20	Motorcyclist Fatalities and Serious Injuries by Time of Day	74
Figure 3.21	Pedestrian Fatalities by Year	77
Figure 3.22	Pedestrian Serious Injuries by Year	77
Figure 3.23	Pedestrian Fatalities by Age and Gender	78
Figure 3.24	Pedestrian Fatalities and Serious Injuries by Day of Week	78
Figure 3.25	Pedestrian Fatalities and Serious Injuries by Time of Day	79
Figure 3.26	Bicycle Injuries by Age Group and Gender	79
Figure 3.27	Bicycle Fatalities and Serious Injuries by Day of Week	80
Figure 3.28	Bicycle Fatalities and Serious Injuries by Time of Day	81
Figure 3.29	Drivers Under 21 Involved in Fatal Crashes	88

Acronym Guide

AHSO	Alaska Highway Safety Office
AIPC	Alaska Injury Prevention Center (DBA Center for Safe Alaskans)
ALVIN	Alaska License Vehicle Information Network
ANTHC	Alaska Native Tribe Health Consortium
ARIDE	Advanced Roadside Impaired Driving Enforcement
ASTEP	Alaska Strategic Traffic Enforcement Partnership
ATRCC	Alaska Traffic Records Coordinating Committee
BAC	Blood Alcohol Concentration
BIL	Bipartisan Infrastructure Law
CARE	Crash Analysis and Reporting Environment
CDC	Centers for Disease Control
CDES	Crash Data Entry System
CPS	Child Passenger Safety
CIOT	Click It or Ticket
CTW	Countermeasures That Work
DDACTS	Data-Driven Approaches to Crime and Traffic Safety
DOT&PF	Department of Transportation and Public Facilities
DITEP	Drug Impairment Training for Education Professionals
DUI	Driving Under the Influence
DWI	Driving While Intoxicated
DRE	Drug Recognition Expert
FARS	Fatality Analysis Reporting System
FAST	Fixing America's Surface Transportation Act
FFY	Federal Fiscal Year
FHWA	Federal Highway Administration
FMCSA	Federal Motor Carrier Safety Administration
GDL	Graduated Driver's License
GHSA	Governors Highway Safety Association
HVE	High-Visibility Enforcement
HSP	Highway Safety Plan
IACP	International Association of Chiefs of Police
IDTF	Impaired Driving Task Force
JOL	Judicial Outreach Liaison
LEL	Law Enforcement Liaison
MOU	Memorandum of Understanding
MADD	Mothers Against Drunk Driving
NEMSIS	National Emergency Medical Service Information System
NHTSA	National Highway Traffic Safety Administration
OPTF	Occupant Protection Task Force
OPUS	Occupant Protection Use Survey

SFST	Standard Field Sobriety Test
SK	Safe Kids
SHSP	Strategic Highway Safety Plan
STSI	State Traffic Safety Information
TraCS	Traffic and Criminal Software
TSRP	Traffic Safety Resource Prosecutor
VMT	Vehicle Miles Traveled

Introduction

The Alaska Highway Safety Office (AHSO) is responsible for administering the federally funded State and Community Highway Safety Program, which was established in 1966 to reduce motor vehicle crashes and the resulting fatalities and injuries prompted by unsafe roadway user behaviors. Under this mandate, states identify their most critical traffic safety problems and annually develop a Highway Safety Plan (HSP) that provides a framework for creating a safer, more efficient transportation system. HSPs include clearly articulated goals and objectives that link to performance measures and targets established through data analysis and stakeholder input. The end game, as outlined in Alaska’s HSP, and in concert with the State’s Strategic Highway Safety Plan (SHSP), is to move toward zero deaths on the state’s roadways.

Alaska’s HSP is directly linked to the SHSP, which was revised in 2018 by the Alaska Department of Transportation and Public Facilities (DOT&PF) with the help of AHSO and many safety partners. The SHSP leverages the “4 Es” of traffic safety – engineering, enforcement, education, and emergency services – to address the state’s most significant highway safety challenges. The plan is data-driven and includes statewide goals, objectives, and emphasis areas. Alaska’s Federal Fiscal Year (FFY) 2023 HSP addresses two of the three emphasis areas outlined in the SHSP – Driver Behavior (young drivers, impaired drivers, older drivers, and occupant protection) and Special Users (bicyclists, pedestrians, and motorcyclists). Alaska’s FFY 2023 HSP includes a continued focus on public outreach and strategies for conducting behavioral safety communications campaigns.

The FFY 2023 HSP is composed of six sections: 1) Planning Process, 2) Performance Plan, 3) Highway Safety Plan for FFY 2023, 4) Planned Activities and Project List for FFY2023, 5) Certifications and Assurances, and 6) HSP for Amendments for FFY 2023. Section 1.0, Highway Safety Planning Process, describes the data sources, partners, and processes used to identify the state’s highway safety problems, describes the state’s overall highway safety performance measures, and describes the process to select evidence-based countermeasure strategies, planned activities, and projects. The participants involved in these processes and efforts to coordinate with the Highway Safety Improvement Program (HSIP) and SHSP, as well as new traffic safety related legislation are described in this section.

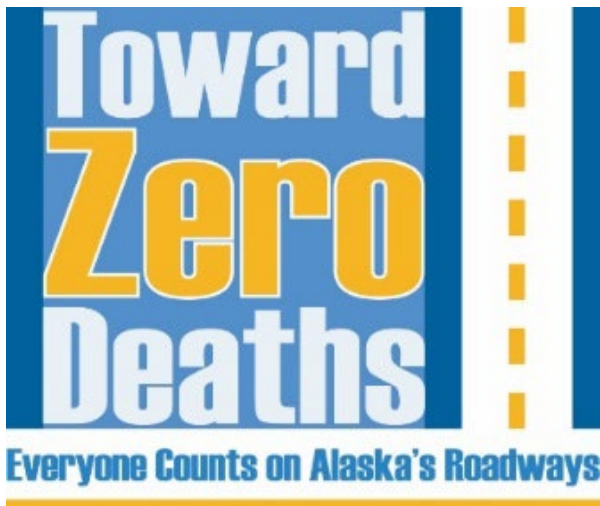
The Performance Plan (Section 2.0) provides performance trends, details the problem identification process, lists Alaska’s annual quantifiable and measurable highway safety performance targets, identifies at least one performance measure and data-driven performance target for each program area, and includes a justification for each performance target.

The Highway Safety Plan (Section 3.0) provides an overview of the state’s evidence-based traffic safety enforcement program and describes the planned activities and projects the AHSO and its partners will implement to achieve the performance targets presented in the Performance Plan. Section 3.0 details how Federal funds provided under the Section 402 State and Community Highway Safety Program, 405 National Priority Safety Programs grant programs, and other funding, will be used to support these initiatives and Alaska’s traffic records system. Continued assessment and investment in the latter is essential for maximizing the efficiency and effectiveness of traffic records data collection and analysis used in the HSP, SHSP, and by many of the state’s safety stakeholders.

The Performance Report (Section 2.0) is a Federal requirement. This program area-level report focuses on the state's success in meeting the performance targets set for the core performance measures identified in the FFY 2023 HSP. The Planned Activities and Project List (Section 4.0) provides a list of planned activities and each activity's unique identifier and details the state's proposed allocation of funds for the projects and activities outlined in the Highway Safety Plan (Section 3.0).

Section 5.0 includes Appendices A and B. Appendix A - Certifications and Assurances for Highway Safety Grants include a certification statement signed by the Governor's Representative for Highway Safety. Appendix A outlines the measures the state will take to ensure compliance with all applicable laws and regulations, and financial and programmatic requirements mandated under the Section 402 program. The Section 405 application is summarized in Appendix B - Application Requirements for Section 405 Grants. In FFY 2023, Alaska is applying for three Section 405 funds and will follow all requirements of the Fixing America's Surface Transportation Act (FAST) and Bipartisan Infrastructure Law.

Our Mission



The Alaska Highway Safety Office is committed to enhancing the health and well-being of the state's citizens and visitors through a comprehensive statewide behavioral safety program that prevents crashes and saves lives. Any loss of life or injury sustained in a traffic crash is unacceptable and likely preventable. The AHSO embraces, and actively promotes, the state's Toward Zero Deaths campaign in collaboration with its partners.

1.0 Alaska’s Highway Safety Planning Process

1.1 Planning Process

The AHSO coordinates highway safety programs focused on enforcement, integration of public health strategies, public outreach and education, and promotion of new safety technology through collaboration with safety and private sector organizations, and cooperation with state and local governments. Alaska’s HSP is developed through discussions and meetings with individuals within the DOT&PF; state and local government agencies, including law enforcement, planners, engineers, health and social service agencies, and the Division of Motor Vehicles; the Alaska Traffic Records Coordinating Committee, Impaired Driving and Occupant Protection Task Forces, community coalitions, and other interested parties; and in collaboration with the state’s SHSP stakeholders who participate in the emphasis area teams. Table 1.1 provides additional overview of the chronological process conducted each year. For the FFY 2023 HSP, the AHSO will hire a consultant to assist with internal planning meetings, tracking progress, webinars with safety partners, and the development of the HSP and Annual Report; no federal funds will be used for this contract.

Table 1.1 Annual Planning Process

November-December	During development of the Annual Report a debrief and review of the previous year’s programs, crash data, State and national priorities, problem identification and setting of performance targets is conducted by AHSO staff.
January-February	Potentially host a Statewide Safety Conference with partners to outline current traffic safety trends, best practices, and to obtain input from the stakeholder perspective, depending on current status of COVID-19. Begin discussions with Alaska DOT&PF Safety Engineering unit about problem identification and coordination of targets with the HSIP and SHSP. Review program data and targets to begin funding determinations, distribution, and overall direction of programs for the following Federal Fiscal Year (FFY). Advertise and promote grant opportunities for application for the following FFY. Hold Task Force and Traffic Record meetings to discuss strategies and progress in achieving set performance measures.
March	Determine NHTSA revenue estimates for future FFY funding and 405 eligibility. Establish draft budget and review internally for each program area. Finalize coordinated targets with HSIP.
March-April	Open and advertise for at least one month the following FFY traffic safety grant opportunities to solicit applications for review for potential funding.
April-May	Convene program area sessions with current and prospective sub grantees to create specific plans and projects within each program area. Hold Task Force and Traffic Records meetings to discuss strategies and progress in achieving set performance measures. Begin drafting HSP for next FFY and setting Core Performance Measures.
June	Continue drafting the HSP including the Section 405 grant application.

July	Finalize and submit the HSP to NHTSA for review and approval prior to July 1.
August	Upon approval of HSP distribute and post the approved HSP for grantees and stakeholders. Start implementation and gain approval for grants and contracts from the appropriate officials.
September	Conduct risk assessments for grants, then finalize grant and contract agreements. Hold Task Force and Traffic Record meetings to discuss strategies and progress in achieving set performance measures.
October	Implement grants and contracts. Begin work on the Annual Report.

Section 1.0 also describes the data sources and processes used by the AHSO to identify Alaska’s highway safety problems, set performance targets based on highway safety problems, and develop and select evidence-based countermeasure strategies. The participants involved in these processes also are identified.

1.2 Alaska’s Traffic Safety Challenges

Problem Identification Process

Alaska is the largest state in the U.S., encompassing 570,641 square miles. Despite its large land mass, the state ranks 48th in population with 732,673 residents (U.S. Census Bureau) and an average person per square mile rate of 1.2 (compared to 90.2 for the U.S.). Nearly one-third of Alaskans live within the Arctic Circle, and nearly 3.5 million acres are designated state park land. Almost two-thirds (65.3 percent) of Alaskans are Caucasian, 15.6 percent are American Indian/Alaska Native, 7.3 percent are Latino, 6.5 percent are Asian, 3.7 percent are Black, and the remaining 7.5 percent represent persons of multiple or other origins. Because the U.S. Census allows for Hispanics to be noted in more than one race, the percentage can be over 100 percent because these individuals can indicate more than one race.



The state is composed of 19 organized boroughs and one unorganized borough (similar to counties in the lower 48 U.S. states). Anchorage has the largest population (288,000) of all boroughs, while Yukon-Koyukuk encompasses the largest land mass (145,900 square miles). According to the U.S. Census Bureau’s 2019 estimates, the state’s 10 largest cities include Anchorage, 288,000; Fairbanks, 30,917; Juneau (also its capital), 31,974; Wasilla, 10,838; Sitka, 8,493; Ketchikan, 8,284; Kenai, 7,807; Palmer, 7,456; Bethel, 6,586; and Kodiak, 5,813. Average travel time to work is estimated at 19 minutes.

Unlike the lower 48 states, Alaska’s highway system, while modern and well maintained, does not provide access to its many rural communities. Some roadways, including the Denali, Dalton, and Top of the World highways and McCarthy Road, as well as portions of the Steese and Taylor highways, are unpaved. According to statistics published by the Federal Highway Administration (FHWA) for 2020¹, there are over three times as many registered trucks (586,281) as there are registered passenger vehicles (171,144) in the state. Airplanes often are the most efficient and sometimes the only way to travel between communities.

Despite Alaskans’ strong propensity and need to travel by air, the state experiences an approximate average of 10,000 reportable motor vehicle-related crashes annually. The AHSO uses two primary crash data sources to analyze and identify the state’s most significant traffic safety problems, as well as high-risk populations for traffic injuries and fatalities. The AHSO is responsible for counting and analyzing the state’s motor vehicle fatalities through the Fatality and Injury Reporting System Tool (FIRST) by the National Highway Traffic Safety Administration’s (NHTSA) Fatality Analysis Reporting System (FARS) program. In addition to the FARS FIRST database, AHSO also uses Alaska’s Crash Analysis and Reporting Environment (CARE) maintained by the AHSO within the DOT&PF. The latter contains crash, roadway, and traffic information for the entire state.

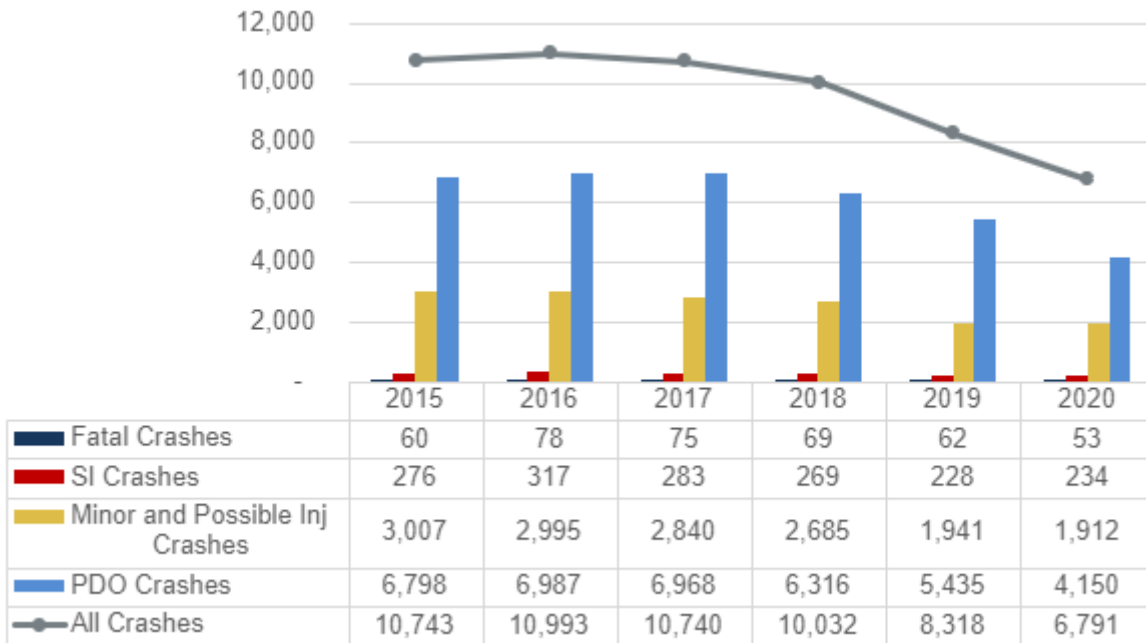
The AHSO and its partners query these data sources to identify who (e.g., age, sex, gender, high-risk populations) is crashing and what (e.g., single vehicle fixed object crash, multiple vehicle crash, pedestrian-motor vehicle crash) specifically occurred. These data also are analyzed to determine when (e.g., time of day, day of the week, weather conditions) and where (e.g., roadway type, jurisdiction) crashes are taking place, and why (e.g., speed, alcohol, inattention). Understanding the data helps all Alaska safety stakeholders identify the state’s most critical traffic safety problem areas and identify strategies to address them.

As shown in Figure 1.1, total crashes have decreased overall since 2015. Fatal crashes peaked in 2016 with 78 fatal crashes before declining through 2020 to 53 fatal crashes. Figure 1.1 also shows that serious injury crashes have remained relatively flat from 2015 to 2020.

The number of roadway fatalities in Alaska has varied from 2015 to 2020 by roadway user group. Figure 1.2 shows fatalities by roadway user group and illustrates that passenger vehicle occupants consistently make up the bulk of roadway fatalities. 2015 was one of the safest years for passenger vehicle occupants involved in fatal crashes, with 37 fatalities (followed by 2020 which had 39 fatalities for this user group). For motorcyclists, however, 2018 was the most dangerous year, with 12 motorcyclist fatalities.

¹ Highway Statistics 2020 (FHWA Policy Information/Statistics, 2020).

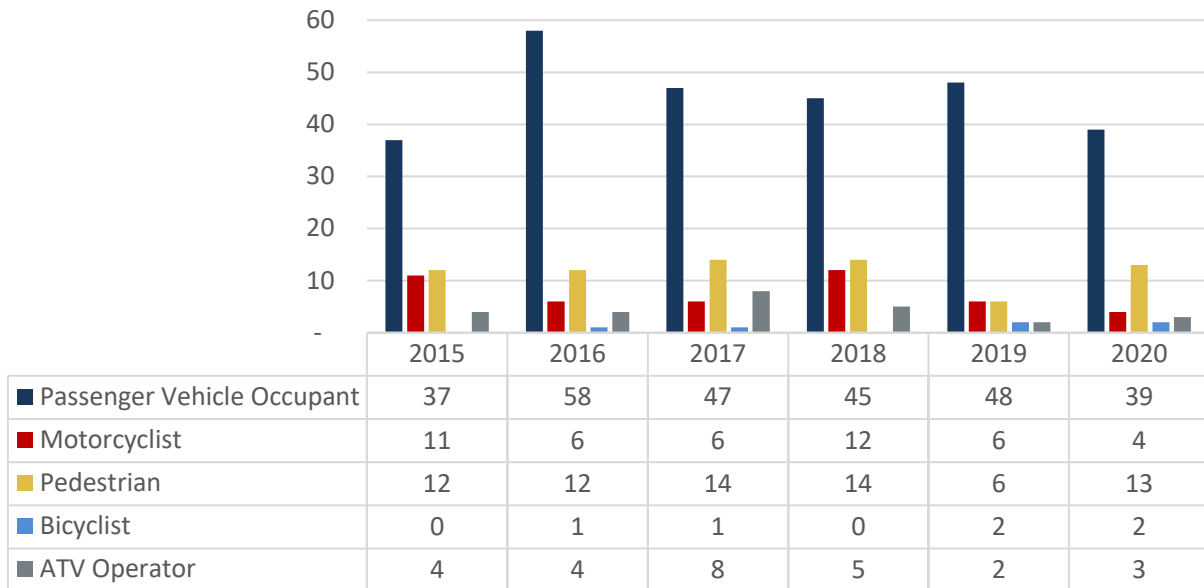
Figure 1.1 Statewide Crashes by Severity



Source/Date Accessed: Alaska CARE and FARS, March 2022.

Note: Crash data are from both FARS (fatal crashes) and CARE (all crashes including fatalities). The number of “All Crashes” may not equal the totals for each column above due to CARE having crash reports with a null value for crash severity. 2020 data is preliminary and subject to change.

Figure 1.2 Fatalities by Roadway User Group

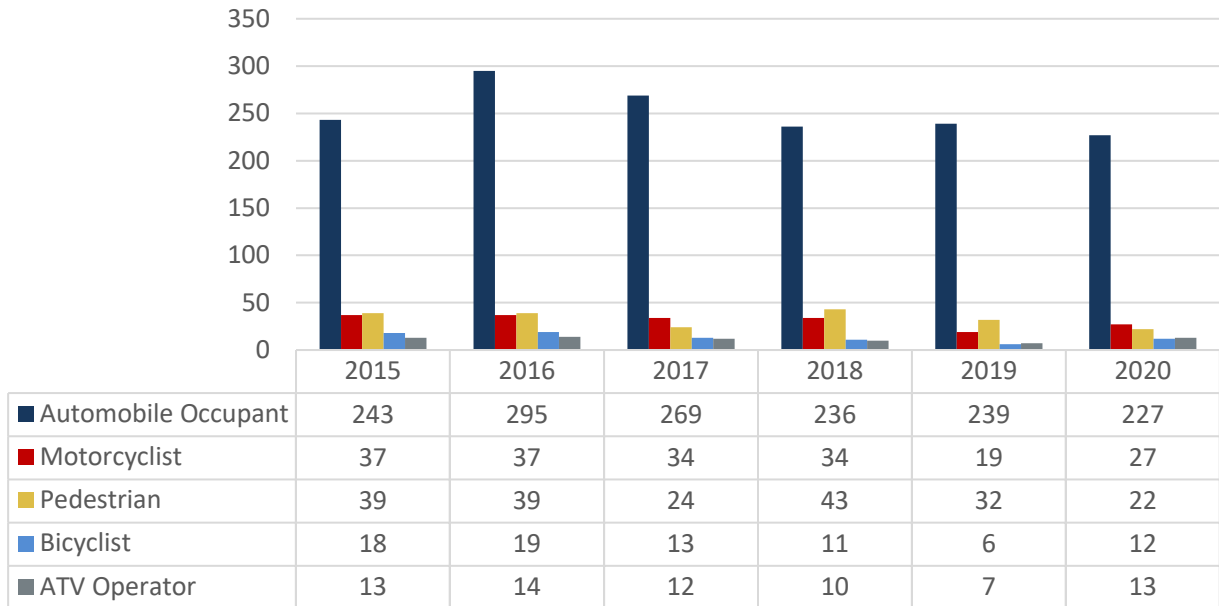


Source/Date Accessed: NHTSA STSI, June 2022; Alaska CARE, June 2022.

Note: ATV operator may also include snowmobiles, four wheelers and three wheelers, and was defined as “open body” vehicle type in CARE. At the time of this report, the 2020 CARE data are preliminary.

Serious injuries were overwhelmingly sustained by automobile occupants (Figure 1.3). As seen in Figure 1.3, there was a jump in serious injuries to pedestrians in 2018 (43). Serious injuries to motorcycles declined in 2019 (19) before rising again in 2020 (27).

Figure 1.3 Serious Injuries by Roadway User Group

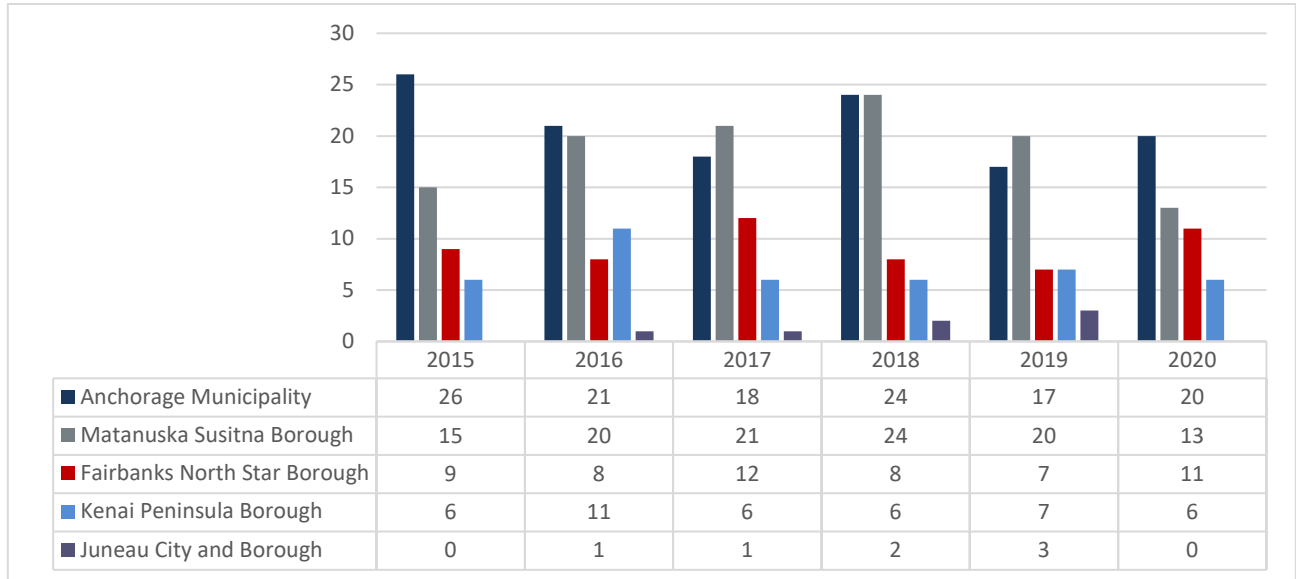


Source/Date Accessed: Alaska CARE, March 2022.

Note: ATV operator may also include snowmobiles, four wheelers and three wheelers, and was defined as “open body” vehicle type in CARE. At the time of this report all serious injury data for 2020 are preliminary.

The five-year fatality trend for the top five boroughs comprised 80 percent of all roadway fatalities in 2020. The number of fatalities in Anchorage, Alaska’s largest municipality, remained high from 2016 to 2020 relative to the overall number of fatalities in the state. Fatalities in the Matanuska Susitna (Mat-Su) Borough, just outside of Anchorage, were also high relative to the overall number of fatalities in the state and eclipsed Anchorage having the most fatalities in 2017 and 2019. Fairbanks City/Borough saw fluctuating fatalities between 2016 and 2020, while the Kenai Peninsula Borough saw little change between 2016 and 2020 (Figure 1.4).

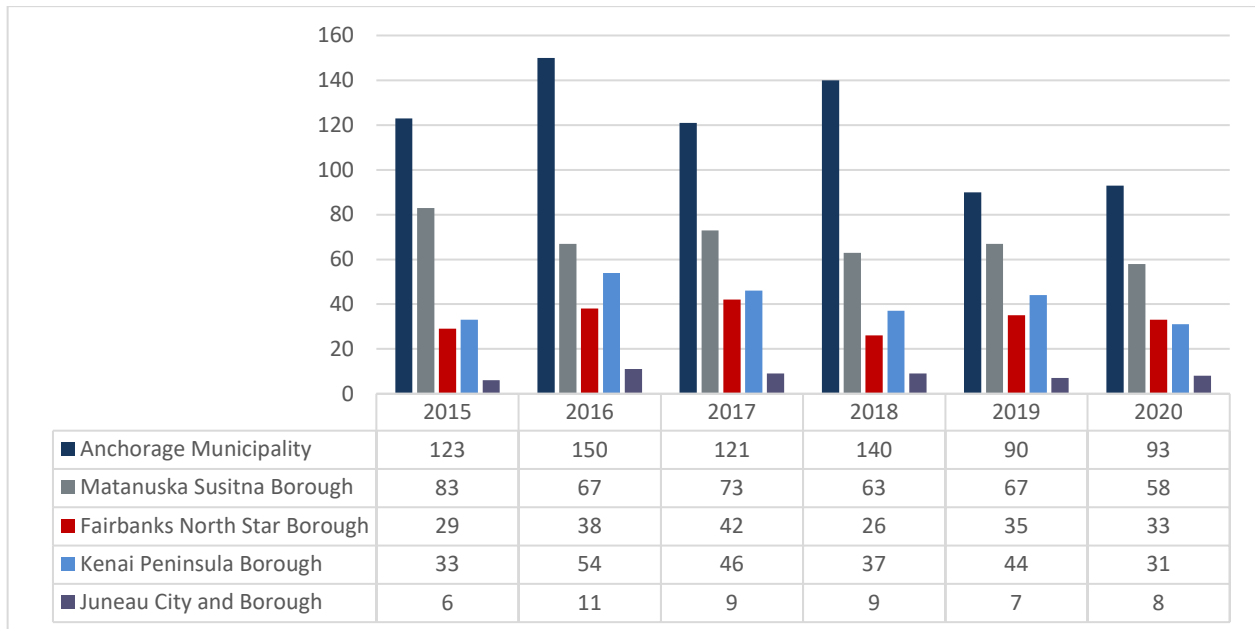
Figure 1.4 Top Five Boroughs for Fatalities



Source/Date Accessed: NHTSA STSI and FARS, March 2022.

Figure 1.5 shows the number of serious injuries for the five most populous boroughs between 2015 and 2020. Anchorage roadway users sustain the highest proportion of serious injuries when compared to the other most populous boroughs; 39 percent of serious injuries in 2019 (90 out of 228 total) occurred in the municipality. Matanuska Susitna Borough was the second highest borough in serious injuries, with 67 serious injuries in 2019. Serious injuries increased or stayed the same in four of the five most populous boroughs from 2018 to 2019 and 2020, while Anchorage saw a noticeable decrease from 2018.

Figure 1.5 Serious Injuries for Five Most Populous Boroughs

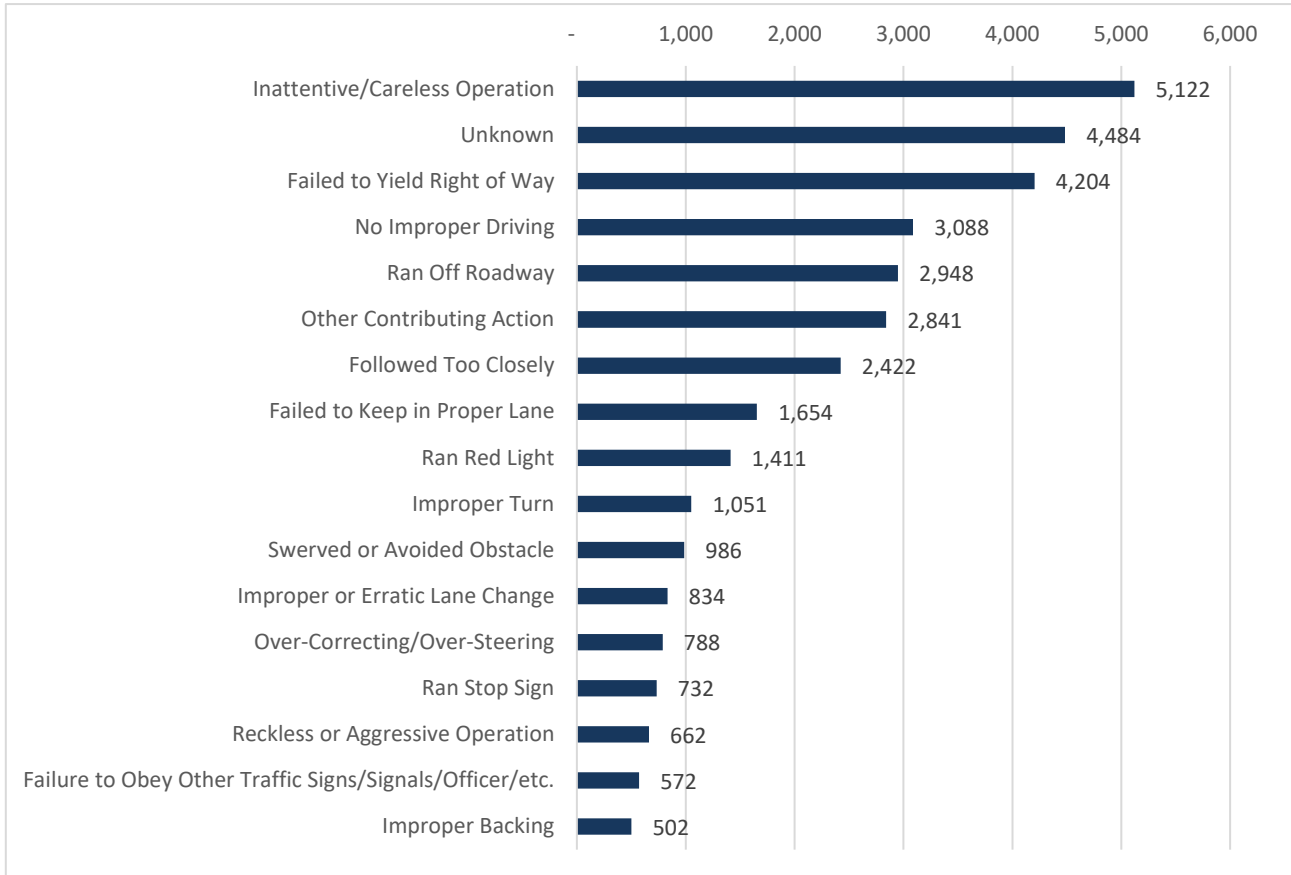


Source/Date Accessed: Alaska CARE, March, 2022.

Note: At the time of this report all 2020 data is preliminary.

Analysis of Alaska’s crash data yields significant information about driver behavior. Between 2015 and 2019, 5,122 crashes were due to inattentive or careless operations. For the same time period, 4,204 crashes involved failure to yield as a crash causation factor.

Figure 1.6 Crash Causation Factors
2015 to 2019



Source/Date Accessed: Alaska CARE, March 2022.

Core Performance Measures

Table 1.2 identifies the program areas and related core performance, and how each will be measured, in Alaska’s FFY 2023 HSP. These performance measures mirror the 11 outcome and one behavior performance measures developed by the National Highway Traffic Safety Administration (NHTSA), in collaboration with the Governors Highway Safety Association (GHSA).

Table 1.2 Core Performance Measures for FFY 2023

Program Area	NHTSA Measure	Core Performance Measures	Measured By
Overall AHSO Program Area Goals	C-1	Reduce fatalities	Number of traffic-related fatalities
	C-2	Reduce serious injuries	Number of traffic-related serious injuries
	C-3	Reduce fatality rate per 100 million Vehicle Miles Traveled (VMT)	Fatalities per 100 million VMT
Occupant Protection	C-4	Reduce unrestrained fatalities	Number of unrestrained fatalities
	B-1	Increase observed belt use	Observed belt use
Impaired Driving	C-5	Reduce fatalities at 0.08 Blood Alcohol Content (BAC) or above	Number of fatalities at 0.08 BAC or above
Speeding	C-6	Reduce speeding-related fatalities	Number of speeding-related fatalities
Motorcycle Safety	C-7	Reduce motorcyclist fatalities	Number of motorcyclist fatalities
	C-8	Reduce unhelmeted motorcyclist fatalities	Number of unhelmeted motorcyclist fatalities
Novice Drivers	C-9	Reduce drivers 20 or under involved in fatal crashes	Drivers 20 or under involved in fatal crashes
Pedestrian and Bicycle Safety	C-10	Reduce pedestrian fatalities	Number of pedestrian fatalities
	C-11	Reduce bicyclist fatalities	Number of bicyclist fatalities

Supporting Data

Recognizing the impact speed, alcohol use, and seat belts use – all behavior-based activities – have on the safety of the State’s roadway users makes assessing the attitudes, beliefs, and perceptions of Alaska’s licensed drivers essential. This information provides insight at both the state and local level that is used by the AHSO and its partners to identify and implement targeted strategies and proven countermeasures that result in fewer crashes, injuries, and fatalities.

Under AHSO grants, the Alaska Injury Prevention Center (DBA Center for Safe Alaskans) has conducted the annual seat belt observation survey of front seat motor vehicle occupants and an attitudinal phone survey of licensed Alaska motorists who are at least 16 years of age. Safe Alaskans 2021 attitudinal survey gauged driver attitudes, awareness of highway safety enforcement and communication activities, and self-reported driving behavior. Topics addressed included the use of seat belts, drinking and driving, distracted driving, talking, and texting while driving, speeding, graduated driver’s license program, and safety corridors.

The attitudinal survey designed and implemented in compliance with NHTSA guidelines had a total margin of error of plus or minus 5 percent with a 95-percent confidence rating. 384 licensed drivers (51 percent female, 49 percent male) at least 16 years of age were surveyed, 59 percent of which were reached via cell phones. Findings from the 2021 survey also were compared to responses from previous years (for similar questions) to determine changes in attitudes and/or behaviors.

- 96 percent of Alaskan drivers said they always wore or nearly always wore a seatbelt, an increase from 92 percent in 2020.
- 36 percent of Alaskan drivers recalled seeing or hearing an ad about seat belt use enforcement by police in 2021, similar to 38 percent in 2020 but an overall decline from 49 percent in 2019. It is hypothesized that the decline was due to COVID-19 and the reduced amount of seat belt enforcement that occurred during much of 2020.
- 61 percent of Alaskan drivers said that the likelihood for being arrested for driving after drinking is likely or very likely, similar to 62 percent in 2020 and 61 percent in 2019.
- 90 percent of Alaskan drivers believe that it is very or somewhat dangerous to text while driving, the same as in 2020.
- 33 percent of Alaskan drivers believe it is likely or very likely that you will get a ticket if texting while driving, similar to 34 percent in 2020.
- 38 percent of Alaska drivers think that they are likely or very likely to be arrested for speeding, slightly less than 40 percent in 2020.

The AHSO uses findings from state crash data queries and surveys, along with the data analysis and information in Alaska's SHSP and FARS, to identify and understand what is happening on the state's roadways. The SHSP emphasis areas include Driver Behavior (impaired driving, occupant protection, and young drivers); Special Users (motorcycles, pedestrians, bicycles, and off-highway vehicles); and Roadways. Each emphasis area action plan identifies action steps for enforcement, education, engineering, emergency services, and data.

At the project level, safety stakeholders query additional data sources from Alaska's traffic records system, which includes the Alaska License Vehicle Information Network (ALVIN), CourtView, and the Alaska Trauma Registry. Operated by the Division of Motor Vehicles, ALVIN contains vehicle and driver information. CourtView is operated by the Office of the Administrative Director of the Alaska Court System and contains citation and adjudication information for both criminal and minor offenses. The Division of Public Health, housed within the Department of Health and Social Services, oversees the state Trauma Registry, which contains serious injury information, including circumstances, treatments, and outcomes. These data sources are used to identify specific problem areas, support problem identification in grant applications, and track progress.

Additional data sources used by the AHSO and safety stakeholders include NHTSA State Traffic Safety Information (STSI) web site; FHWA VMT data; Federal Motor Carrier Safety Administration (FMCSA) SAFETYNET; National Emergency Medical Service Information System (NEMSIS); Centers for Disease Control (CDC) Web-based Injury Statistics Query and Reporting System (WISQARS); U.S. Census data; NHTSA assessments, research reports, and Traffic Safety Facts; other state HSPs and Annual Reports; Alaska state agency reports; and local and state organization reports (e.g., Mothers Against Drunk Driving (MADD), Alaska School Activities Association, Forget Me Not Mission).

Table 1.3 lists the data sources used to develop the HSP.

Table 1.3 Data Sources

Federal	Alaska	Other Sources
<ul style="list-style-type: none"> FARS STSI FHWA VMT Data Occupant Protection Use Survey U.S. Census Data FMCSA SAFETYNET CDC WISQARS NHTSA Assessments, Management Review, and FAST Act Guidance NHTSA HSP Approval Letter 	<ul style="list-style-type: none"> Crash and Injury Licensing Vehicle Citation Court System Treatment Trauma Registry Strategic Highway Safety Plan State Legislation and Policy Attitudinal and Observational Surveys State Agency Reports Stakeholder Reports Population 	<ul style="list-style-type: none"> <i>Countermeasures That Work (CTW): A Highway Safety Countermeasure Guide for State Highway Safety Offices, Tenth Edition, 2020</i> Publications and Studies (e.g., <i>Promoting Parent Involvement in Teen Driving: An In-Depth Look at the Importance and the Initiatives</i>) Other State Highway Safety Plans and Annual Reports

1.3 Performance Measure and Target-Setting Process

Alaska’s SHSP safety performance targets are revisited by DOT&PF and its safety partners on an annual basis and are revised, if necessary. The state HSP performance targets are identical to the state DOT targets for common performance measures (fatality, fatality rate, and serious injuries) reported in the Highway Safety Improvement Program (HSIP) annual report, as coordinated through the state SHSP.

The highway safety performance targets contained in Alaska’s SHSP are identical to those in the HSP. Besides reviewing trends for the core performance measures, other factors which could influence these trends are also considered including the state’s infrastructure investments, changes to the vehicles (vehicle crash performance and new driver alert and assist technologies), EMS response time, unemployment rate, the number of licensed drivers, urban area expansion, transit use, and the effects of COVID-19.

In the development of the SHSP, Alaska adopted a goal to reduce fatalities and serious injuries by one-half by 2030. To attain the goal, Alaska must achieve an average 3.7 percent annual reduction in the number of fatalities, a 3.6 percent average annual reduction in serious injuries, and a 4.0 percent average annual reduction in the number of fatalities per 100 million miles traveled. The baseline year in the SHSP was 2008, which at the time was the last year with complete and verified fatality and serious injury data. A three-year moving average was used to set the 2008 baseline in the SHSP. Federal regulations now require the baseline average for both the HSP and SHSP to be five years, instead of three years; therefore, the HSP three-year average has been changed to a five-year average of 2016-2020 where 2020 data is available, and 2015-2019 otherwise.

These fatality and serious injury targets were set in the areas of overall fatalities, overall serious injuries, and fatalities for impaired driving, young drivers, lane departure crashes, intersection crashes, bicyclists, pedestrians, and motorcyclists. Alaska’s FFY 2023 HSP addresses two of the key emphasis areas outlined in the 2018-2022 SHSP: 1) Driver Behavior (occupant protection, older drivers, young drivers, and impaired

drivers); and 2) Special Users (bicyclists, pedestrians, and motorcyclists). The performance targets were reviewed by each SHSP emphasis area team during the SHSP update effort, discussed at the 2020 Highway Safety Summit, as well as with a Leadership Group that provided oversight.

Alaska’s HSP is developed through a collaborative process that involves stakeholders at the local, state, and Federal level. The AHSO relies on their expertise to help guide and direct the goal-setting process and ensure resources are targeted not only to address the state’s most critical traffic safety problems, but in specific areas overrepresented by the crash data. Conversations with the DOT&PF’s Division Director and grantees representing the various program areas helped inform the process. The FFY 2023 performance targets for fatalities, fatality rate, and serious injuries (in addition to the serious injury rate, and non-motorized fatalities and serious injuries combined) were coordinated with the State Traffic & Safety Engineer and presented to DOT&PF Commissioner Ryan Anderson for approval in May 2022.

The AHSO regularly consults with stakeholders during the planning process (Table 1.4), including the Alaska Traffic Records Coordinating Committee (ATRCC) and the Alaska Traffic and Criminal Software (TraCS) Steering Committee (see member agencies below). The AHSO is an active member in the SHSP Driver Behavior and Special Users Emphasis Area teams through which staff gain insight on problems and input from a wide variety of Alaska’s safety partners. AHSO meets with law enforcement agencies during the annual Alaska Strategic Traffic Enforcement Partnership (ASTEP) Summit. In addition, AHSO brought on a Law Enforcement Liaison (LEL) in FFY 2022 to serve as a liaison between AHSO and local and state law enforcement agencies and work to establish increased partnerships with the agencies and AHSO. These agencies implement many of the state’s safety initiatives, including the national high-visibility enforcement campaigns (e.g., Click It or Ticket) conducted annually. Other key AHSO partners include the Alaska Injury Prevention Center (APIC, or DBA Center for Safe Alaskans) and child passenger safety community, which provide outreach, education, and evaluation in support of key initiatives.

Table 1.4 Stakeholders in the Planning Process

ATRCC Steering Committee Member Agencies
<ul style="list-style-type: none"> • Alaska Alcohol Safety Action Program • Alaska Court System • Alaska Department of Transportation & Public Facilities • Alaska Injury Prevention Center (DBA Center for Safe Alaskans) • Division of Measurement Standards/Commercial Vehicle Enforcement • Alaska Highway Safety Office • Alaska Division of Motor Vehicles • Alaska Health and Social Services • Alaska State Troopers • Federal Highway Administration • Local law enforcement • National Highway Traffic Safety Administration • University of Alaska Anchorage
TraCS Steering Committee Member Agencies
<ul style="list-style-type: none"> • Alaska Court System • Alaska Division of Motor Vehicles • Alaska Health & Social Services • Alaska Department of Transportation & Public Facilities • Division of Measurement Standards/Commercial Vehicle Enforcement • Alaska Highway Safety Office

- Alaska Railroad Corporation
- Alaska State Troopers
- Local law enforcement

SHSP Driver Behavior and Special Users Emphasis Area Teams

- ABATE of Alaska
- Alaska Association of Chiefs of Police
- Alaska Court System
- Alaska Department of Administration, Division of Motor Vehicles
- Alaska Department of Health and Social Services
- Alaska Department of Transportation and Public Facilities
- Alaska Injury Prevention Center (DBA Center for Safe Alaskans)
- Alaska Native Health Tribal Health Consortium
- Alaska State Troopers
- Alaska Trails
- Alaska Trucking Association
- Anchorage Metropolitan Area Transportation Solutions
- Anchorage Police Department
- Bike Anchorage
- City of Fairbanks
- Fairbanks Memorial Hospital
- Fairbanks Metropolitan Area Transportation System
- Fairbanks Police Department
- Federal Highway Administration
- Federal Motor Carrier Safety Administration
- Horst Expediting and Remote Operation
- Juneau Police Department
- Laborers' International Union of North America Local 942
- Mat-Su Borough
- Mat-Su Services for Children and Adults
- Municipality of Anchorage
- National Highway Traffic Safety Administration
- R&M Consultants, Inc.
- Sitka Bicycle Friendly Community Coalition and Walk Sitka
- SPAN Alaska Transportation
- United Freight and Transport
- Yukon-Kuskokwim Health Corporation, Injury Control & EMS

1.4 Countermeasure and Strategy Selection Process

Selection Process

The process for selecting state and local safety projects began in April, when the AHSO announced via emails to stakeholders and an online public notice in the state's system the availability of grant funding through an open solicitation process. The AHSO held a webinar for potential grantees in April 2022 that addressed the critical points of applying for a grant and made the information available to interested stakeholders, which included representatives from state and local government agencies (e.g., law enforcement, health and social services, courts, licensing, planners/engineers); community coalitions; and nonprofit safety-related organizations. Grant applicants were required to sign a form indicating they had reviewed the PowerPoint and contacted the AHSO with any questions prior to submitting a grant application.

The PowerPoint presented the fatal and serious injury trends (overall and by crash type and roadway user). Although many of Alaska's stakeholders are actively engaged in the SHSP, the plan's priorities and implementation process were provided. The SHSP emphasis areas include Driver Behavior (impaired driving, occupant protection, young drivers, and older drivers); Special Users (motorcycles, pedestrians, bicycles, and off-highway vehicles); and Roadways. Each emphasis area action plan identifies action steps for enforcement, education, engineering, emergency medical services, and data, which are being implemented and tracked over the next five years. Potential applicants were encouraged to review the SHSP and submit grant application(s) that addressed the SHSP emphasis area strategies.

New federal requirements, recent changes to the grant funding programs, and the associated performance measures that include quantifiable, evidence-based annual performance targets also were addressed, as were the importance and need for evidence-based traffic safety enforcement and deploying high-visibility law enforcement campaigns that aligns with the HSP and the SHSP. An overview of NHTSA's focus on data-driven programs that address a state's most serious traffic safety problems followed. Potential grantees were reminded of the need to leverage proven countermeasures that include ongoing assessment or, if implementing a new, unproven initiative, include an evaluation component in their project plans.

The grant application process and the criterion used to review, score, and approve funding, include the following:

- Completeness of the application package (meets all required criteria) and clarity of the problem statement and proposed project/intervention.
- The degree to which the proposed project/intervention addresses a specific traffic safety problem identified as a priority through data analysis.
- The degree to which the applicant is able to identify, analyze, and comprehend the specific traffic safety problem the project/intervention is attempting to address.
- The assignment of specific and measurable objectives with performance indicators assessing project activity.
- The extent to which the estimated cost justifies the anticipated results.
- The ability of the proposed project/intervention to generate additional highway traffic safety activity in the program area, and to become self-sufficient to enable project efforts to continue once Federal funds are no longer available.

All grant applications were rated for ability to address a clearly identified problem supported by current data and potential traffic safety impact. Consideration was given to previous performance for applicants seeking additional funding for a project initiated in the previous grant year. Grant reviewers scored each grant application using a form and criteria provided by AHSO. Priority for funding is given to grant applications that demonstrate a highway safety problem identified in the Alaska SHSP, HSP, Traffic Records Strategic Plan, and/or by NHTSA; and outline a clear plan employing proven countermeasures linked to measurable objectives.

Additional Funding Sources

The AHSO receives 50 percent of the fines collected by the Alaska Court System for traffic violations in Alaska’s highway safety corridors and in state Fiscal Year 2023 will receive \$130,574. The funds will be used for additional enforcement by Anchorage Police Department (APD) on the Seward Highway, corridor education and media. The AHSO identifies projects to fund, however, the funds are state money and therefore are not provided as a grant.

1.5 Coordination with the Strategic Highway Safety Plan

Alaska’s HSP is directly aligned with the fatality, serious injury, and fatality per 100 million vehicle miles traveled performance targets as the state’s SHSP, which was revised in 2018. As stated earlier, federal regulations from the FAST Act require the baseline average for both the HSP and SHSP coordinated measures to be five years. The SHSP leverages the “4 Es” of traffic safety – engineering, enforcement, education, and emergency services – to address the state’s most significant highway safety challenges. The plan is data driven and includes statewide goals, objectives, and emphasis areas. Alaska’s FFY 2023 HSP addresses the Driver Behavior and Special Users 2018-2022 SHSP emphasis areas. Alaska’s FFY 2023 HSP, as well as the SHSP, includes a strong focus on public outreach and strategies for conducting behavioral safety communications. The AHSO’s Communications contractor is charged with assisting the state in its efforts to change the safety culture to one where road users understand that “everyone counts on Alaska’s roadways.” The HSP and SHSP are further linked by the consistent use of safety data from the same sources, including data collected, processed, and disseminated by the DOT&PF, the Alaska Injury Prevention Center (DBA Center for Safe Alaskans), and others.

1.6 New Legislation

The recently concluded 2022 legislative session was dominated by the ongoing budgetary struggles in Alaska. No new traffic safety related legislation was fully passed or will be going into effect this year.

2.0 Highway Safety Performance Plan

2.1 Program Area Level Reporting Issues

The Alaska DOT&PF receives crash information from the Department of Motor Vehicles (DMV) which is inputted into their Crash Data Entry System (CDES) and transferred into the Crash Analysis and Reporting Environment (CARE) where crash data can be queried. In May 2019, the CDES system crashed which prevented any new data from being entered or transferred to the CARE system for analysis. When the crash occurred, the most recent data available was 2017 data, however, that data was preliminary and subject to change. In July 2020, the 2017 crash data was uploaded to CARE again and is now confirmed to be final. The backlog of entering the crash data has continued with 2018 data being finalized and released April 4, 2022 followed by 2019 data on June 8, and it is estimated 2020 data will be released in August of 2022. The 2020 data is being entered and is expected to be completed later this summer (2022). Because of the continued backlog program area level reporting is unavailable. The 2020 data referenced in this HSP is what is available on the NHTSA FARS database.

The AHSO used the most recent statistical data available to show any progress towards targets and trends in the data throughout the tables and charts of this HSP. Under each table or chart the data source is noted along with the last date the data was accessed. In some circumstance's additional notations and footnotes about the data are noted.

2.2 Performance Report

Table 2.1 provides the results of Alaska's progress in meeting the state's core performance measures identified in the FFY 2022 HSP.

Table 2.1 Progress on Performance Targets

Performance Measure:	Target Period	Target Year(s)	Target Value FY22 HSP	Data Source*/ FY22 Progress Results	Narrative located in Section 2.3 and 2.4**
C-1 Total Traffic Fatalities	5 year	2018-2022	70	2016-2020 FARS 75	In-Progress
C-2 Serious Injuries in Traffic Crashes	5 year	2018-2022	325	2016-2020 State Database 347	In-Progress
C-3 Fatalities/VMT	5 year	2018-2022	1.30	2016-2020 FARS 1.38	In-Progress
C-4 Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	5 year	2018-2022	21	2016-2020 FARS 22	In-Progress
C-5 Alcohol-Impaired Driving Fatalities	5 year	2018-2023	23	2016-2020 FARS 23	In-Progress

C-6 Speeding-Related Fatalities	5 year	2018-2022	29	2016-2020 FARS 31	In-Progress
C-7 Motorcyclist Fatalities	5 year	2018-2022	7	2016-2020 FARS 7	In-Progress
C-8 Unhelmeted Motorcyclist Fatalities	5 year	2018-2022	2	2016-2020 FARS 3	In-Progress
C-9 Drivers Age 20 or Younger Involved in Fatal Crashes	5 year	2018-2022	8	2016-2020 FARS 10	In-Progress
C-10 Pedestrian Fatalities	5 year	2018-2022	11	2016-2020 FARS 12	In-Progress
C-11 Bicyclist Fatalities	5 year	2018-2022	0	2016-2020 FARS 1	In-Progress
B-1 Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)	Annual	2022	94 Percent	State Survey N/A	In-Progress
Distracted Driving: increase perceived risk of being involved in a collision if texting while driving from 76 percent (2020 attitudinal survey result for those who responded "likely" or "very likely")	Annual	2022	80 percent	Telephone Survey 74	No

Note: **Due to data issues in the CARE system the ability to provide target value status for FY 2022 targets is limited to non-existent.

Lessons Learned

When comparing the targets against the FARS numbers for 2020, Alaska met the targets set for alcohol-impaired driving fatalities and motorcycle fatalities. Due to the COVID-19 pandemic an observational seat belt survey did not occur in 2020 and overtime occupant protection high-visibility enforcement (HVE) was limited. The AHSO believes the 2021 observational seat belt use dipped to 91.7 percent from the 2019 record of 94.1 percent due to the decrease in enforcement activity occurring in the state. Increasing seat belt use among motorists is one of the most effective tools to reduce fatalities and the AHSO remains committed to continuing Alaska's trend with our countermeasure strategies.

The priority areas detailed in the FFY 2023 and past HSPs align with NHTSA's priorities. Data supports that these problem areas are consistent throughout Alaska so the AHSO will continue to address them statewide through a multi-pronged approach of enforcement and education. Alaska has consistently set reasonable targets in all priority areas in an effort to move Towards Zero Deaths as outlined and planned for in the SHSP in which the HSP plays a vital role. Given Alaska's rise in or missing the performance targets for fatalities, serious injuries, fatalities VMT, unrestrained, speeding, unhelmeted motorcycle, young drivers, and bicyclist fatalities, the AHSO will work with our program partners to conduct and review programs in their area to refine

their approach or develop strategies to reduce serious injuries and fatalities. The supplemental distracted driving target was missed in 2021 regarding the perceived risk of being involved in a collision if texting and driving. Distracted driving is certainly a problem on Alaska's roadways and is difficult to measure. The AHSO will work with our communications contractors in FFY 2023 to look at ways of improving the messaging about the dangers of texting while driving. AHSO will continue to support Anchorage Police Department's Impaired Driving Enforcement Unit which continues to show progress in fighting impaired driving. The AHSO will also continue speed enforcement efforts and provide more training to law enforcement officers on occupant protection and child passenger safety to increase their understanding of occupant restraint laws and encourage enforcement throughout their shifts. In FFY 2023 the AHSO plans to continue its review and enhancement of messaging and education of our citizens through a robust communication and media effort, combined with sports marketing, to address our high-risk demographics based on the latest data and attitudinal telephone survey results. Focused messaging will be tailored and targeted to address young drivers, motorcyclists, distracted drivers, and other special users such as bicyclists and pedestrians in encouraging safe behaviors.

2.3 Statewide Performance Trends and Problem Identification

Details on Alaska's highway safety trends between 2015 and 2020 are provided in Table 2.2. The state's progress on the performance measures is shown in Figure 2.1 through Figure 2.12. Section 2.4 provides a guess and rationale for whether Alaska may or may not achieve the targets set in the FFY 2022 HSP in the section discussing the rationale for setting the core measure FFY 2023 targets. The 2015-2020 five-year average is used as the baseline for all performance measures illustrated in the tables and figures of this section unless otherwise noted. Previous years' data have been revised where necessary. Throughout this document, trend figures and tables note when validated 2020 crash data was not available from the NHTSA FARS database or the Alaska CARE system, at the time of writing this HSP. The AHSO used the most recent statistical data available for showing any progress of targets and trends in the data noted throughout the tables and figures of this HSP. Under each table or figure the source of the data is identified along with the date the data was last accessed. In some circumstances additional notations and footnotes about the data are provided.

Table 2.2 Alaska Traffic Safety Trends
2015 to 2020

Core Performance Measure		2015	2016	2017	2018	2019	2020	2019-2020 Percent Change
C-1	Traffic Fatalities	65	84	79	80	67	64	-4%
C-2	Serious Traffic Injuries	325	399	353	331	293	306	4%
C-3	Fatalities/VMT	1.29	1.6	1.43	1.46	1.14	1.21	6%
C-4	Unrestrained Passenger Vehicle Occupant Fatalities, all Seating Positions	15	37	17	20	22	14	-36%
C-5	Alcohol-Impaired Fatalities (driver or motorcycle operator with 0.08 BAC or greater)	22	31	23	27	21	14	-33%
C-6	Speeding-Related Fatalities	22	36	26	42	29	23	-21%
C-7	Motorcyclist Fatalities	11	6	6	12	6	4	-33%
C-8	Unhelmeted Motorcyclist Fatalities	4	2	3	5	2	2	0%
C-9	Drivers Age 20 or Younger Involved in Fatal Crashes	6	16	6	8	10	10	0%
C-10	Pedestrian Fatalities	12	12	14	14	6	13	117%
C-11	Bicycle Fatalities	0	1	1	0	2	2	0%

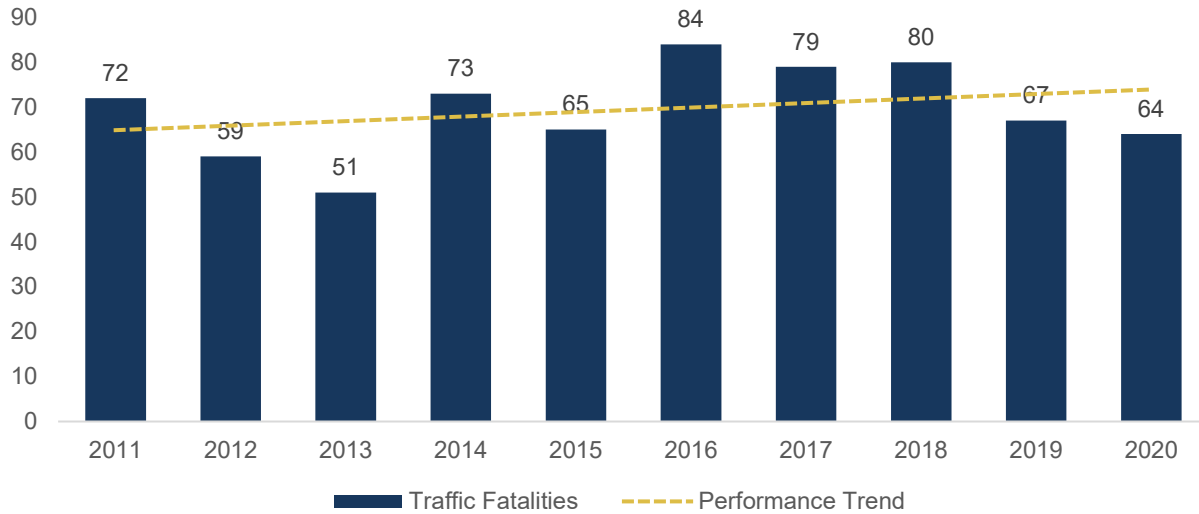
Core Performance Measure		2015	2016	2017	2018	2019	2020	2021	2020-2021 Percent Change
B-1	Observed Seat Belt Use (Front Seat Passenger Vehicle Occupants)	89%	89%	90%	92%	94.1%	94.1%	91.7%	-2.55%
	Seatbelt Citations Issued During Grant- Funded Events	725	966	1,232	1,107	1,561	301	1,607	433%
	DUI Arrests Made During Grant-Funded Events	192	202	156	769	870	621	664	6.92%
	Speeding Citations Issued During Grant- Funded Events	457	747	966	3,497	6,886	7,263	4,404	-39.4%

Source/Date Accessed: NHTSA FARS and Alaska CARE, June 2022.

Note: **2020 Serious Injury data is preliminary at time of reporting. Additionally, targets are not set for the number of citations and arrests issued during grant-funded enforcement activities; numbers are per Federal Fiscal Year.

As shown in Figure 2.1, fatalities in Alaska have trended upward since 2012, although recent years have seen a decline. Fatalities resulting from motor vehicle crashes decreased 20 percent from 80 in 2018 to 64 in 2020. The AHSO is optimistic that a downward trend in fatalities is occurring in Alaska.

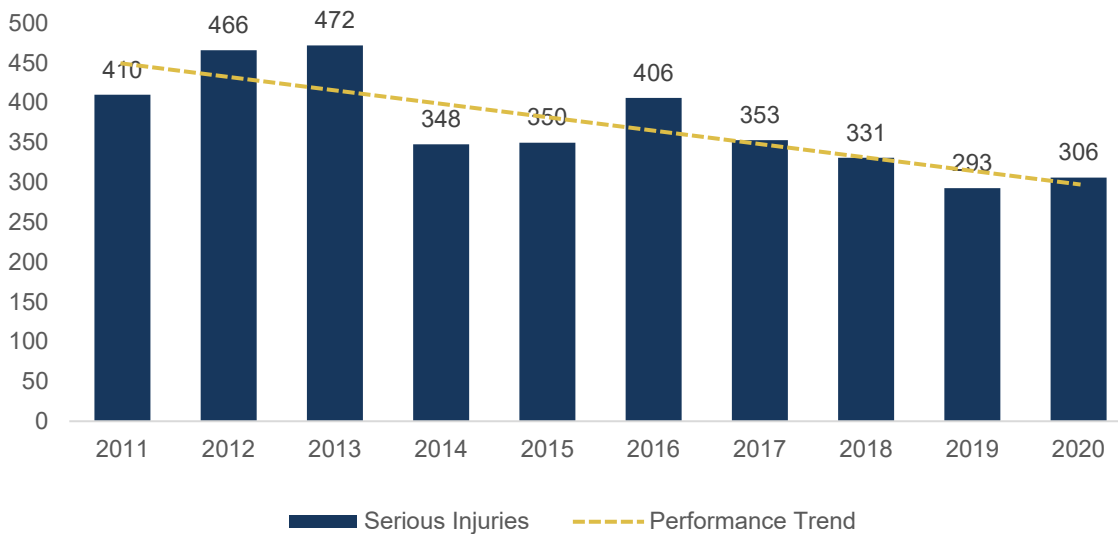
Figure 2.1 Statewide Fatalities



Source/Date Accessed: FARS, March 2022.

Serious injuries in Alaska are trending downward since 2014. Serious injuries have declined 25 percent from 406 in 2016 to 306 in 2020 (Figure 2.2).

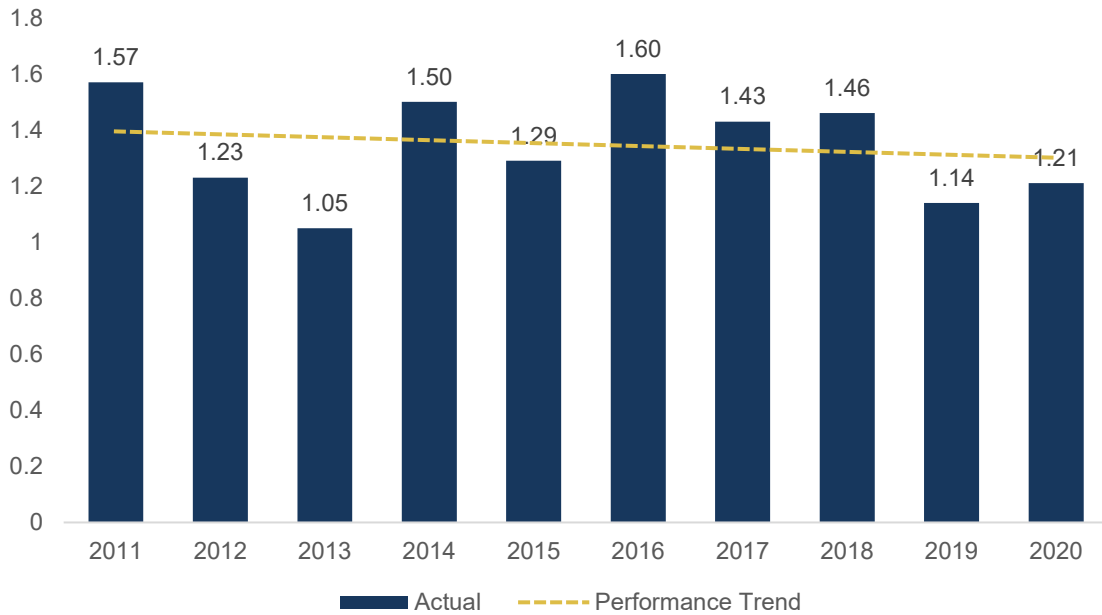
Figure 2.2 Statewide Serious Injuries



Source/Date Accessed: Alaska CARE, April 2022.

Given that there is an average of less than 100 fatalities a year on Alaska roadways, changes in fatality numbers from one year to the next can create volatility in the trend lines, such as vehicle miles traveled (VMT). Alaska has experienced various gains and losses in its statewide motor vehicle fatality rate (Figure 2.3). The trend line for fatality rate per 100 million VMT has remained fairly flat. Alaska experienced several sharp increases, including the 43 percent increase from 1.05 in 2013 to 1.50 in 2014, as well as the 24 percent increase from 1.29 in 2015 to 1.60 in 2016. The fatality rate decreased from 1.46 in 2018 to 1.14 in 2019, before rising again to 1.21 in 2020.

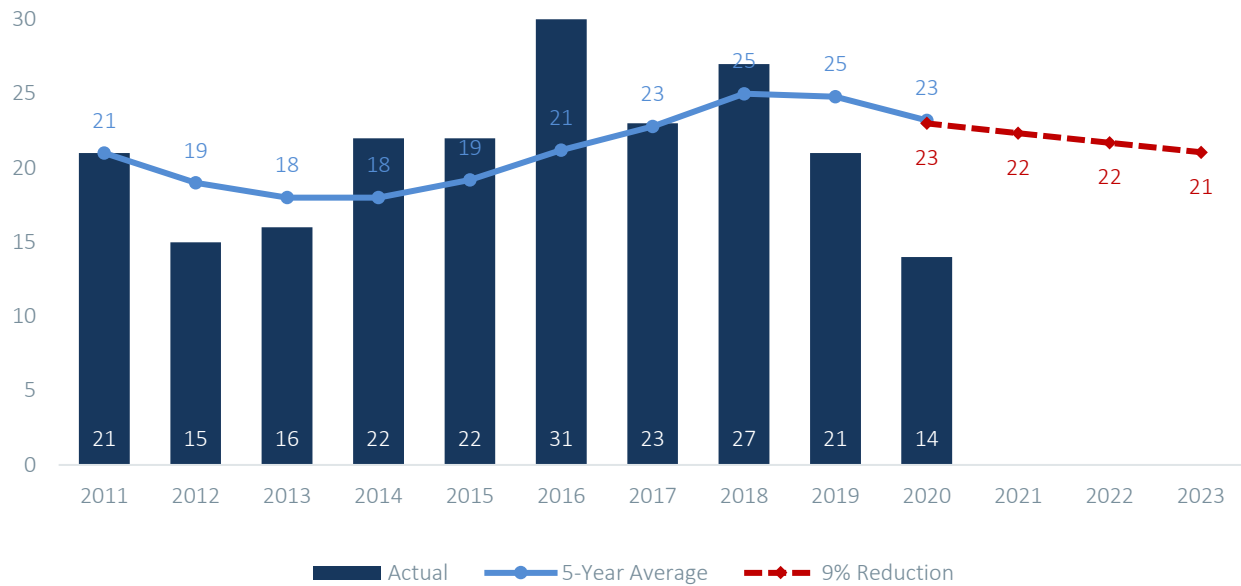
Figure 2.3 Statewide Fatality Rate per 100 MVMT



Source/Date Accessed: FARS, March 2022.

Fatalities involving drivers or motorcycle operators with a BAC of 0.08 or greater has been fluctuating over the years. After remaining steady between 2014 and 2015, they rose significantly in 2016, and have dropped steadily to 14 fatalities in 2020 as shown in Figure 2.4.

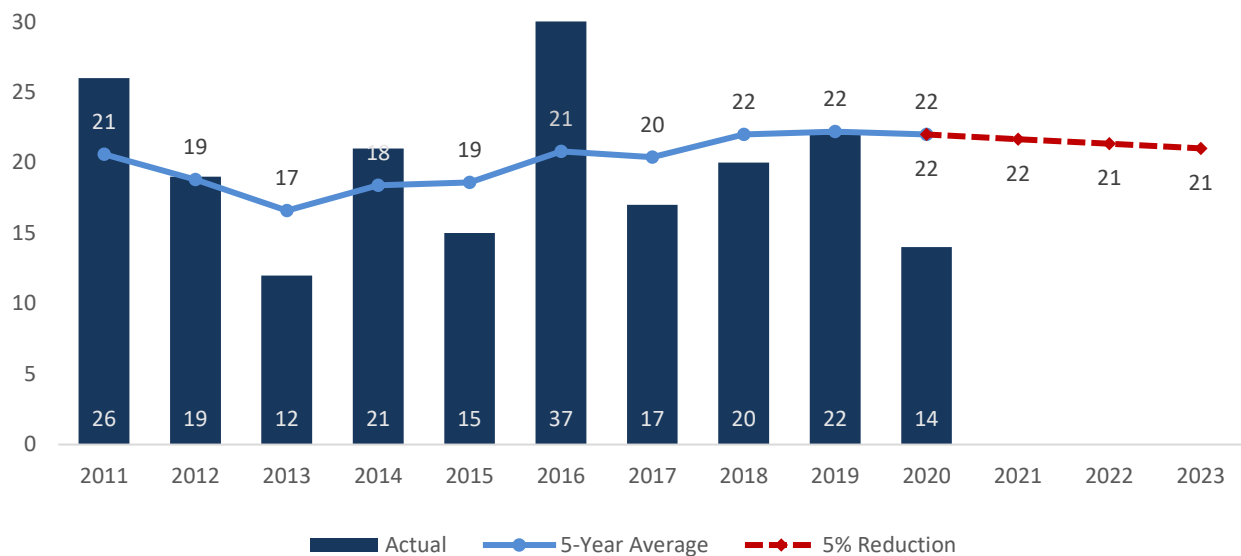
Figure 2.4 Fatalities Involving Driver or Motorcycle Operator with Greater Than 0.08 BAC



Source/Date Accessed: Alaska Highway Safety Office and FARS, March 2022.

As shown in Figure 2.5, unrestrained passenger fatalities have seen a moderate increase over the past several years before dropping to 14 in 2020 with a five year rolling average of 22 (2016-2020).

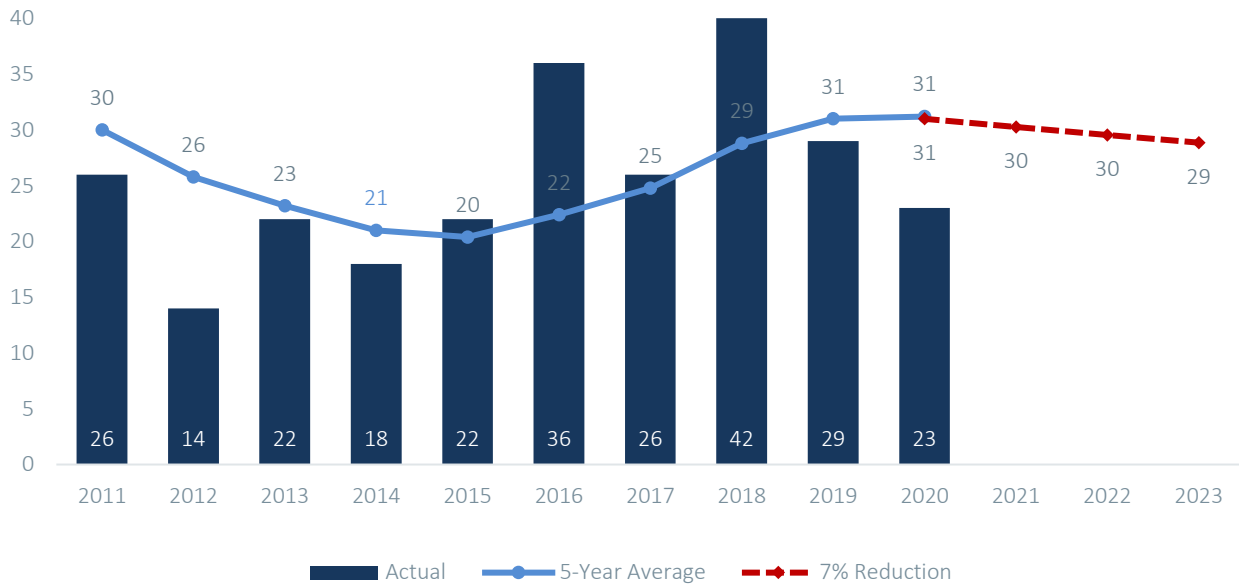
Figure 2.5 Unrestrained Passenger Vehicle Occupant Fatalities



Source/Date Accessed: Alaska Highway Safety Office and FARS, May 2022.

Speeding-related fatalities have been trending upwards in Alaska over the last several years. After reaching a high of 42 speeding-related fatalities in 2018 there was a 45 percent reduction through 2020 which brought the speed-related fatalities down to 23 (Figure 2.6).

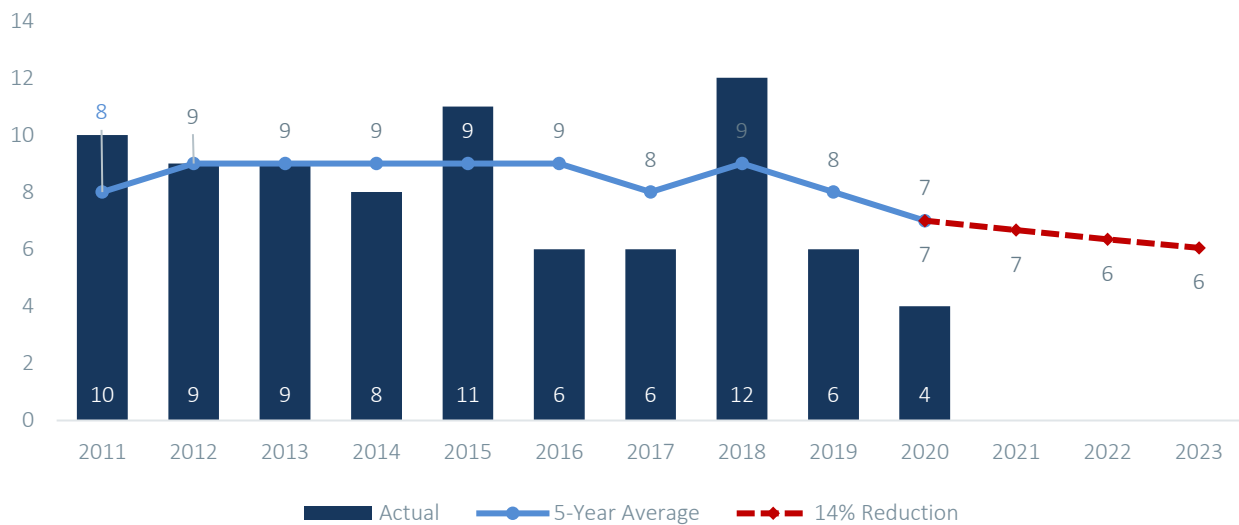
Figure 2.6 Speeding-Related Fatalities



Source/Date Accessed: Alaska Highway Safety Office and FARS, May 2022.

Motorcycle fatalities spiked to 12 in 2018, the highest number recorded in over 10 years, as shown in Figure 2.7. However, fatalities decreased by 66 percent to four fatalities in 2020.

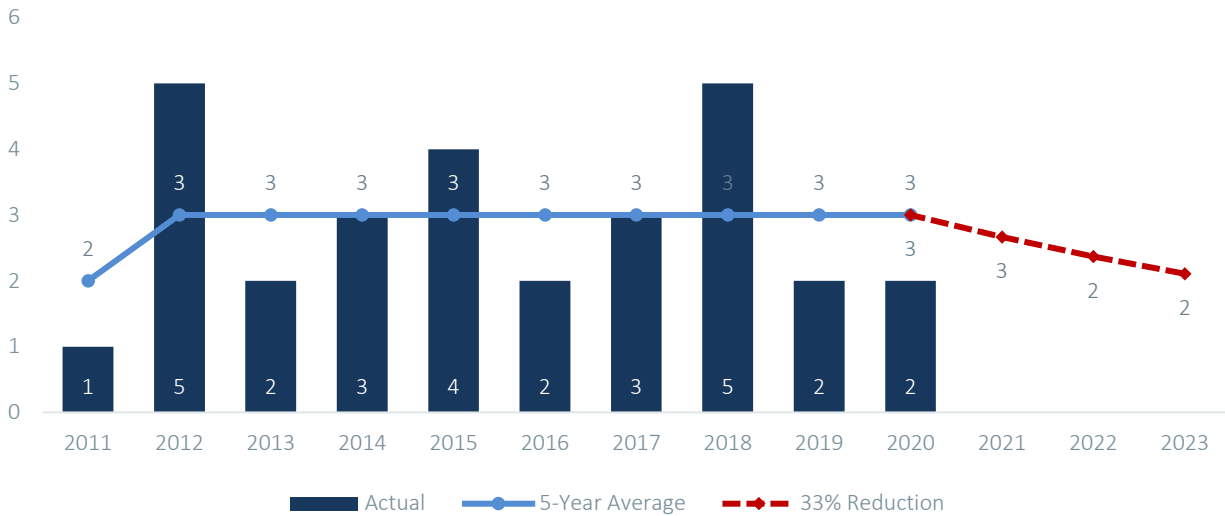
Figure 2.7 Motorcycle Fatalities



Source/Date Accessed: Alaska Highway Safety Office and FARS, May 2022.

Unhelmeted motorcycle fatalities decreased from 5 in 2018, which saw a record 12 motorcycle fatalities overall in the state, to 2 in 2019 and 2020, as shown in Figure 2.8. Between 2016 and 2020, approximately 40 percent of all motorcycle fatalities in the state involved an unhelmeted motorcyclist.

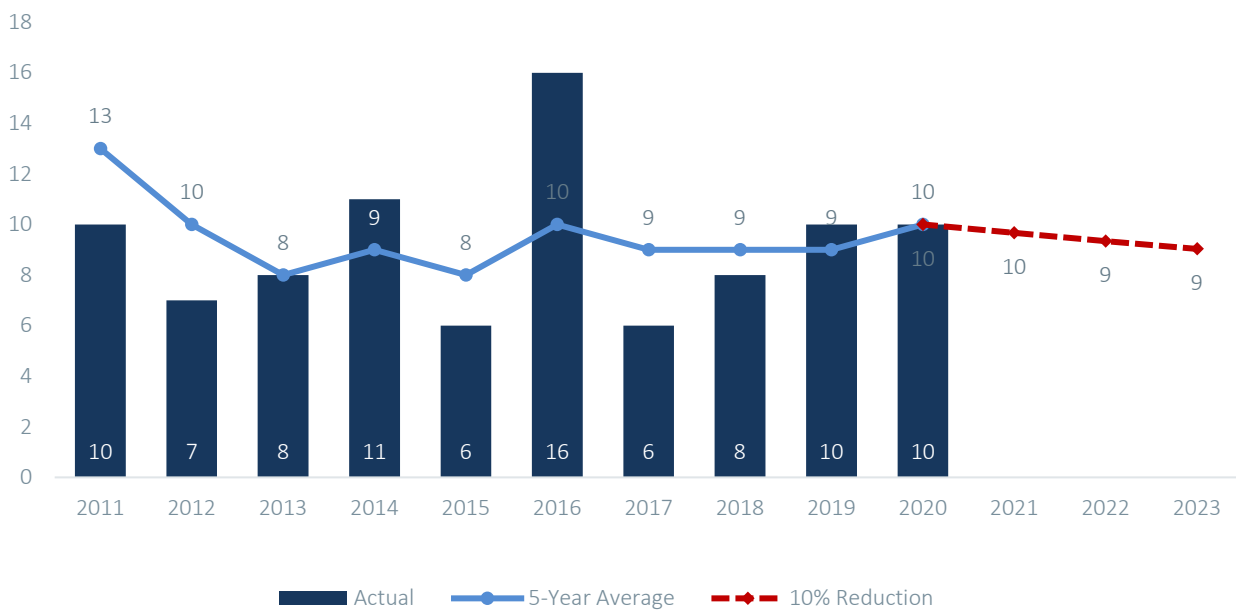
Figure 2.8 Unhelmeted Motorcycle Fatalities



Source/Date Accessed: Alaska Highway Safety Office and FARS, May 2022.

The number of drivers age 20 or younger involved in fatal crashes has increased steadily from six fatalities in 2017 to ten fatalities in 2019 and 2020, as shown in Figure 2.9.

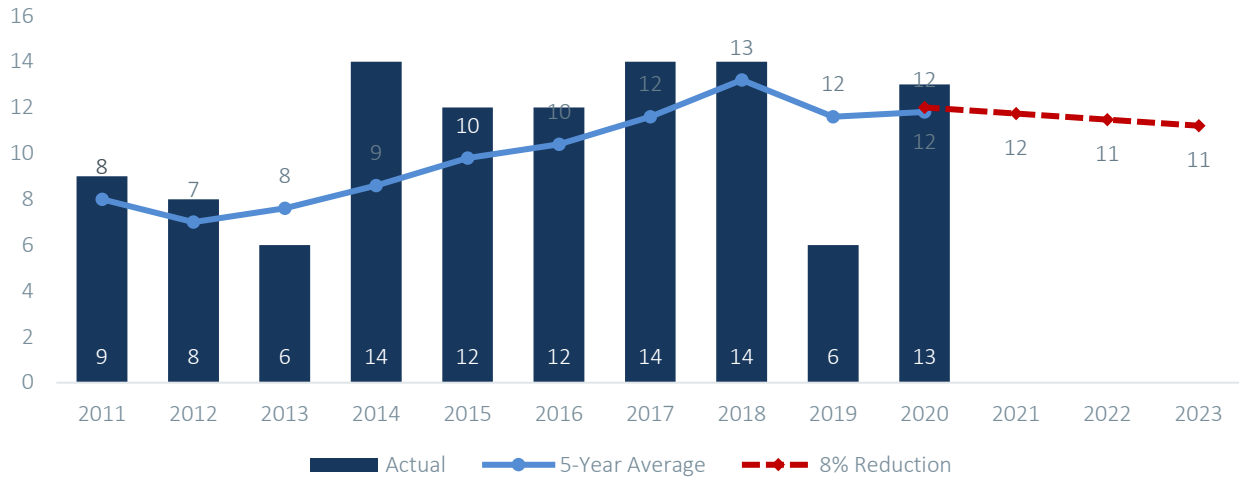
Figure 2.9 Drivers Age 20 or Younger Involved in Fatal Crashes



Source/Date Accessed: Alaska Highway Safety Office and FARS, May 2022.

Alaska has seen pedestrian fatalities climb in recent years, reaching a five-year average fatality rate of 12 for 2016-2020. In 2019 the pedestrian fatalities fell over 50 percent from 2018, but doubled again to 13 fatalities in 2020, as illustrated in Figure 2.10.

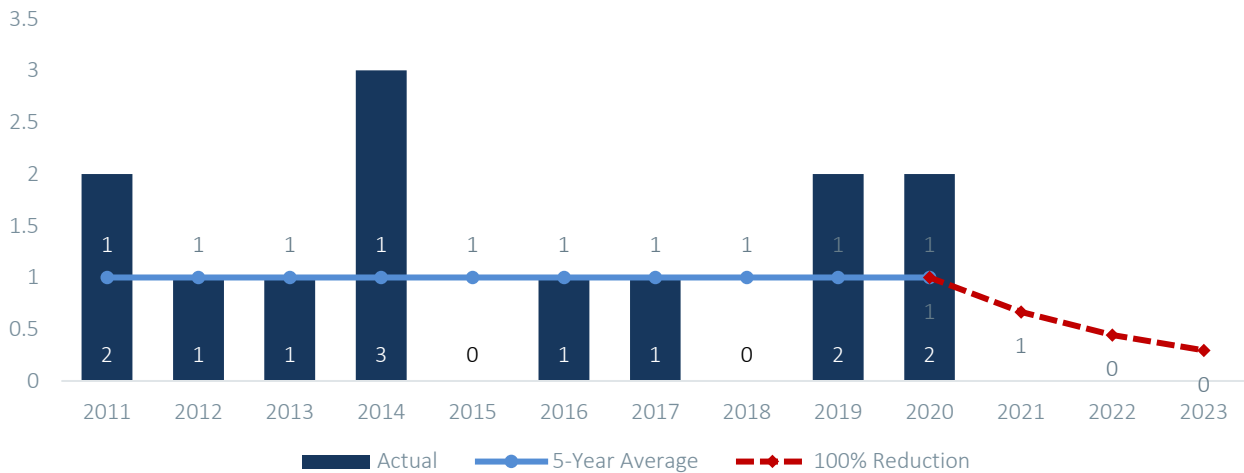
Figure 2.10 Pedestrian Fatalities



Source/Date Accessed: Alaska Highway Safety Office and FARS, May 2022.

As seen in Figure 2.11, Alaska had zero bicyclist fatalities recorded in 2015 and 2018. However, Alaska saw two bicyclist fatalities in 2019 and 2020. The five-year average number of bicyclist fatalities remains at one.

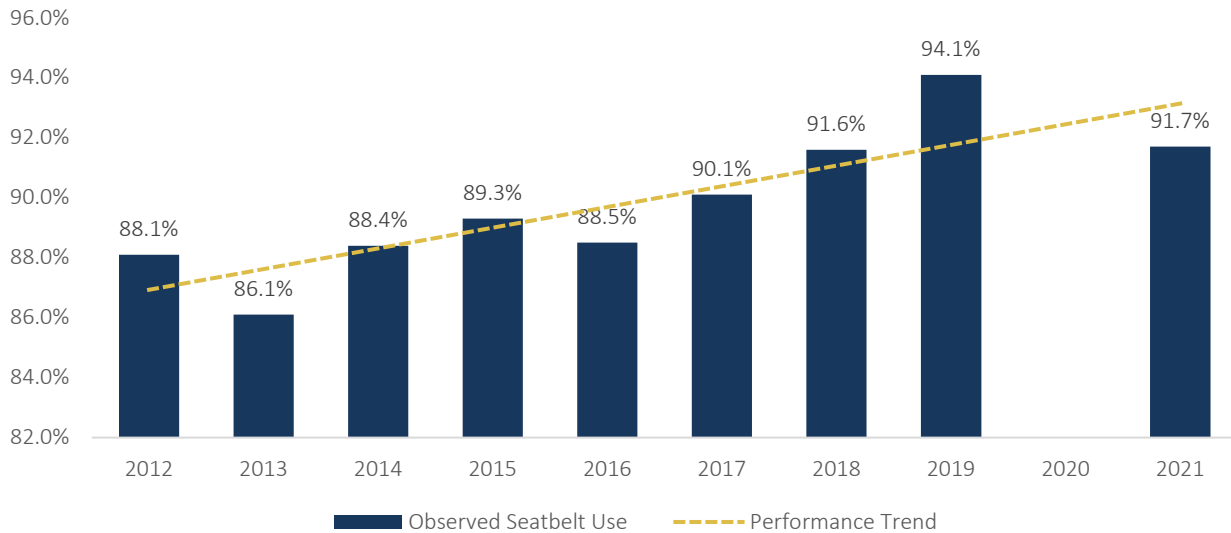
Figure 2.11 Bicyclist Fatalities



Source/Date Accessed: Alaska Highway Safety Office and FARS, May 2022.

Alaska saw a 3.2 percentage point increase in observed belt use between 2013 and 2015, a slight drop in 2016 and another 5.6 percentage point increase between 2016 to 2019 bringing the observed belt usage rate to an historic high of 94.1 percent in 2019 (Figure 2.12). The observed belt use dropped to 91.7 percent in 2021 after no observational survey took place in 2020 due to COVID-19.

Figure 2.12 Observed Belt Use for Passenger Vehicles



Source/Date Accessed: Alaska Highway Safety Office, March 2022.

Note: Due to COVID-19 no observational survey was conducted in 2020.

2.4 Highway Safety Performance Targets for FFY 2023

During the problem identification process, particular emphasis is given to assessing changes in severity over a five-year period to establish trend lines. While the HSP is a one-year plan, behavioral change takes time. A countermeasure instituted to address a particular traffic safety problem may not show measurable impact for several years or more. For this reason, the AHSO establishes performance targets that reflect small, but incremental, gains in safety. Measured over a series of years, these decreases in crashes and the resulting injuries and fatalities involving specific user groups and causation factors add up to a safer trip for everyone traveling Alaska’s roadways.

The FFY 2023 HSP aligns with Alaska’s SHSP goal to reduce fatalities, serious injuries, and fatalities per 100 million VMT by half by 2030, based on the 2015-2019 five-year averages of each of these measures. The SHSP also changed to a five-year moving average in the 2018 update to meet new Federal requirements.

Table 2.3 identifies the program areas, performance targets, and measures that are the focus of AHSO HSP efforts for FFY 2023. These performance targets were established based on reviewing five-year average trends from recent years, as well understanding the overall long-term objective of reaching zero fatalities. Under a Federal requirement, the targets for fatalities, serious injuries, and fatality rate must be in alignment in both the HSP and the Highway Safety Improvement Plan (HSIP) for FFY 2023. In April and May of 2022, safety stakeholders from the AHSO and DOT&PF met to review the trends for these three measures and set agreed upon targets. The stakeholder group looked at FARS data and 2019 state data for these measures and determined targets by rounding average values for the five-year moving average and set the performance target calculation by using 2016-2020 actual average value (with fraction).

Table 2.3 FFY 2023 Performance Targets and Measures

Alaska Performance Targets FFY 2023 Highway Safety Plan			2016	2017	2018	2019	2020
C-1	Traffic Fatalities	FARS Annual	84	79	80	67	64
		5-Year Rolling Avg.	66	70	76	75	75
		Reduce total fatalities to 70 (2019-2023 rolling average) by 2023.					
C-2	Serious Injuries in Traffic Crashes	State Crash Database	406	353	331	293	306
		5-Year Rolling Avg.	348	408	386	358	347
		Reduce serious traffic injuries to 325 (2019-2023 rolling average) by 2023.					
C-3	Fatalities/100M VMT	FARS Annual	1.60	1.43	1.46	1.14	1.21
		5-Year Rolling Avg.	1.34	1.37	1.46	1.38	1.37
		Reduce fatalities/100 MVMT to 1.300 (2019-2023 rolling average) by 2023.					
C-4	Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	FARS Annual	37	17	20	22	14
		5-Year Rolling Avg.	21	20	22	22	22
		Reduce unrestrained passenger vehicle occupant fatalities, all seat positions by 5 percent from 22 (2016-2020 rolling average) to 21 (2019-2023 rolling average) by 2023.					
C-5	Alcohol-Impaired Driving Fatalities	FARS Annual	31	23	27	21	14
		5-Year Rolling Avg.	21	23	25	25	23
		Reduce alcohol impaired driving fatalities 9 percent from 23 (2016-2020 rolling average) to 21 (2019-2023 rolling average) by 2023.					
C-6	Speeding-Related Fatalities	FARS Annual	36	26	42	29	23
		5-Year Rolling Avg.	22	25	29	31	31
		Reduce speeding-related fatalities by 7 percent from 31 (2016-2020 rolling average) to 29 (2019-2023 rolling average) by 2023.					
C-7	Motorcyclist Fatalities	FARS Annual	6	6	12	6	4
		5-Year Rolling Avg.	9	8	9	8	7
		Reduce motorcyclist fatalities by 14 percent from 7 (2016-2020 rolling average) to 6 (2019-2023 rolling average) by 2023.					
C-8	Unhelmeted Motorcyclist Fatalities	FARS Annual	2	3	5	2	2
		5-Year Rolling Avg.	3	3	3	3	3
		Reduce unhelmeted, motorcyclist fatalities 33 percent from 3 (2016-2020 rolling average) to 2 (2019-2023 rolling average) by 2023.					
C-9	Drivers Age 20 or Younger involved in Fatal Crashes	FARS Annual	16	6	8	10	10
		5-Year Rolling Avg.	10	9	9	9	10
		Reduce drivers age 20 and younger involved in fatal crashes by 10 percent from 10 (2016-2020 rolling average) to 9 (2019-2023 rolling average) by 2023.					

Alaska Performance Targets FFY 2023 Highway Safety Plan			2016	2017	2018	2019	2020
C-10	Pedestrian Fatalities	FARS Annual	12	14	14	6	13
		5-Year Rolling Avg.	10	12	13	12	12
Reduce pedestrian fatalities by 8 percent from 12 (2016-2020 rolling average) to 11 (2019-2023 rolling average) by 2023.							
C-11	Bicyclist Fatalities	FARS Annual	1	1	0	2	2
		5-Year Rolling Avg.	1	1	1	1	1
Reduce bicyclist fatalities 100 percent from 1 (2016-2020 rolling average) to 0 (2019-2023 rolling average) by 2023.							
B-1	Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)	State Annual	90.1	91.6	94.1	94.1	91.7
Increased observed seat belt use for passenger vehicles, front seat outboard occupants from 2021 rate of 91.7 percent to 93 percent by 2023.							
	Distracted Driving (State Telephone Survey)	State Annual	76	76	76	76	74
Increase perceived risk of being involved in a collision if texting while driving from 74 percent (2021 attitudinal survey result for those who responded "likely" or "very likely") to 77 percent by 2023							

A five-year moving average was used to review all 11 core safety measures. In addition, a best guess was made as to the states progress in meeting the FFY 2022 targets set as outlined in Table 2.1, Progress on Performance Targets. The rationale for each 2023 performance target is as follows:

- Overall Fatalities.** As mentioned previously, unlike in previous years, the agreement on the target now involves more than AHSO staff which played a factor in the target selection. The fatal numbers have been decreasing the last few years, however, with COVID-19 restrictions subsiding it is believed that VMT and tourist levels will climb back to pre-pandemic levels. Alaska has a relatively low fatality count compared to other states so a small increase in fatalities can drastically impact the 5-year moving average of 75 from 2016-2020, along with other factors like the current high gas prices. Due to this it is anticipated that Alaska will not reach the FFY 2022 fatality target of 70. Based on these factors, a target to reduce fatalities to no more than 70 fatalities was chosen for 2019-2023 average.
- Serious Injuries.** For the coordinated injury target many factors were considered; anticipated rise in VMT, the recent rise in speeding related fatalities, and budgetary pressures which have forced municipalities to reduce law enforcement staff and hours on the roadways. In reviewing the FFY 2022 HSP target of 325 serious injuries it was determined based on these trends that this target may not be met. Taking all of this into consideration, and the most recent data from 2019, the safety stakeholders determined the number of serious injuries may be trending slightly downward, so the reasonable action was to select a decrease in the target for serious injuries in traffic crashes to 325 for 2019-2023.
- Fatality Rate.** Many factors were considered for the coordinated fatalities per 100 MVMT target. Overall, fatalities and speeding fatalities have been rising and the VMT and licensed drivers have been increasing in the state. Best guess is the FFY 2022 HSP fatality VMT target of 1.30 may be achieved due to the

current downward trend. Taking all of this into consideration, along with crash data for 2020, planned safety countermeasures, and pre-pandemic driving habits coming back, the safety stakeholders determined the rate of fatalities per 100 MVMT will be trending downward, so the reasonable action was to select a decrease in the rate of fatalities per 100 MVMT to 1.300 for 2019-2023.

- **Unrestrained Fatalities.** Based on historical data over the last five years, unrestrained fatalities have fluctuated year to year. The observed seat belt usage rate dipped slightly in 2021 to 91 percent after reaching an all-time high observed rate of 94 percent in 2019. It is expected that the FFY 2022 target of 21 or fewer will be met as more law enforcement have begun occupant protection enforcement as the pandemic wanes. A five percent reduction to 21 unrestrained fatalities over the five-year average of 22 was chosen as the most practical justification for determining the 2019-2023 target based on trends and current countermeasure programs enacted to address unrestrained fatalities.
- **Impaired Driving Fatalities.** The number of fatalities involving an impaired driver has fallen over the last several years after the introduction of the Anchorage Police Department's DUI Unit. For the last five years, the AHSO partnered with the Anchorage Police Department to implement a DUI taskforce and the results have been encouraging. Based on this it is estimated that Alaska will meet the FFY 2022 target of 23 or fewer impaired driving fatalities. Therefore, reducing impaired driving fatalities by nine percent from the 2016-2020 rolling average of 23 to 21 fatalities in the 2019-2023 average was chosen as a reasonable target.
- **Speeding.** The average number of speed-related fatalities per year between 2016 and 2020 was 31. There was a dramatic increase in speed related fatalities in 2018 (42) which fell back down to more typical levels in 2019 and again in 2020 to 29. The Alaska SHSO has invested additional enforcement and media funding to counter this rise. However, programs to address unbelted occupants and impaired drivers may have a correlation in affecting speeding-related fatalities. Based on recent national trends of rising speed related fatalities it is estimated that Alaska will not meet the FFY 2022 speeding target of 29 or fewer fatalities. Reducing speeding-related fatalities to 29 for the 2019-2023 average appears to be attainable based on recent performance and planned countermeasures.
- **Motorcycles.** The 2016-2020 five-year average of motorcyclist fatalities is seven. This was also the target for FFY 2022, which Alaska believes it will meet based on these trends. Motorcycle fatalities have trended slightly downward over the last five years therefore it is believed a decrease of one fatality to six or 14 percent for the 2019-2023 average is reasonable.
- **Unhelmeted Motorcyclists.** With low numbers to begin with, it becomes increasingly difficult to account for fluctuations from one year to the next. Because of this, a five-year trend line was chosen as the most practical justification for determining the 2023 target. Similar to the general trend in reduction of motorcycle fatalities, Alaska believes that it will also meet the FFY 2022 unhelmeted motorcyclist fatality target of two or fewer. The 2016-2020 five-year average of unhelmeted motorcyclist fatalities is three, therefore a target of no more than two fatalities for the 2019-2023 average is reasonable.
- **Novice Drivers.** In recent years the AHSO has been putting additional resources towards programming and education of young drivers and has seen fatalities fall from 16 in 2016 to 10 in 2020. However, due to the pandemic and lack of engagement opportunities in schools, it is estimated that the target of 8 or fewer young driver fatalities will not be met. The number of drivers 20 or under involved in fatal crashes averaged ten per year between 2016 and 2020, therefore a target of nine for the 2019-2023 average appears achievable based on the five-year moving average.

- **Pedestrians.** Based on historical fluctuations in the data, the linear trend line shows estimating this target is challenging since the numbers are low and rose recently to 13 in 2020. Based on the recent rise in pedestrian fatalities Alaska does not believe it will meet the FFY 2022 target of 11. While the number of pedestrian fatalities has averaged 12 per year between 2016 and 2020, countermeasure strategies implemented in 2019 and continuing into 2023 should allow Alaska to decrease pedestrian fatalities to 11 through the 2019-2023 average and keep Alaska on pace with the goal of reducing fatalities to half by 2030.
- **Bicyclists.** Few bicyclist fatalities occur annually in Alaska, and with the low numbers it becomes increasingly difficult to account for fluctuations from one year to the next. Early indications in reviewing these fatalities point towards texting and impairment as contributing factors. Best guess is that Alaska will meet the FFY 2022 target of zero fatalities with such low numbers. Because of the AHSO's work in several other program areas, such as impaired driving, Alaska believes this is a program area where zero fatalities per year based on the five-year moving average for 2019-2023 is achievable.
- **Seat Belt Use.** Seat belt use has significantly increased in Alaska over the past several years rising from under 78 percent in 2005 to an all-time high of 94.1 percent in 2019 and fell slightly to 91.7 percent in 2021. Although more law enforcement are once again conducting seat belt enforcement after the pandemic it is not anticipated that Alaska will rise up to 94 percent anytime soon and will miss the FFY 2022 target of 94 percent observed seat belt use. Due to COVID-19 and a reduction in occupant protection enforcement in 2020 and 2021, a goal of increasing the observed rate to 93 percent is a reasonable target to achieve over multiple years to ensure accuracy of the observed rate while maintaining a relatively high observable seat belt rate.
- **Distracted Driving.** Alaska's texting while driving law, which bans all motorists from texting while driving, became effective July 1, 2016. Following passage of that law, Alaska's annual telephone survey added a question in 2017 which asked respondents about their "Chances of being in a collision if texting while driving". In 2020, 76 percent indicated "Likely" or "Very Likely" to this question. Alaska believes a new targeted media message can educate more motorists of the dangers of texting while driving and have an impact in reducing distracted driving in the state. Based on this, the AHSO believes targeting an increase in the perceived risk of being involved in a collision if texting while driving from 74 percent (2021 attitudinal survey result for those who responded "likely" or "very likely") to 77 percent by 2023 is reasonable and accurately observable for performance tracking.

3.0 Highway Safety for FFY 2023

3.1 Overview

Based on data analysis, behavioral survey findings, and discussions with key partners and stakeholder groups, Alaska's FFY 2023 HSP addresses the following program areas: impaired driving, occupant protection with an emphasis on unrestrained or improperly restrained motor vehicle passengers, speeding, motorcycle safety, pedestrian and bicycle safety, novice drivers (under 21 years of age), distracted driving, and traffic records. This continues to support the Driver Behavior and Special Users emphasis areas in Alaska's SHSP, which calls upon AHSO and its partners to address driver behavior (impairment, occupant protection, older drivers, and young drivers) and special users (pedestrians, bicyclists, and motorcycles). Additionally, the FFY 2023 HSP outlines how enforcement, education, and data will be used to achieve the identified performance targets, such as high-risk populations.

On February 24, 2015, Alaska became the third state in the United States to allow for the legal consumption of marijuana. The AHSO continues to monitor the effects of the law on traffic safety and follows the impact of similar legislation in other states. Over the last several years, the AHSO has been working with the Impaired Driving Coalition and the Alaska Traffic Records Coordinating Committee to develop programs to counter marijuana's potential impact on traffic safety and strengthen methods for tracking the data.

The AHSO is also aware of the issue of unsecured loads that was raised in the FAST Act. These concerns and dangers of unsecured loads have been discussed with our law enforcement grantees to address during regular patrol. The AHSO continues to look into any data and research that may be available regarding unsecured loads specific to the state of Alaska.

Section 3.2 provides an overview of Alaska's Evidence-Based Traffic Safety Enforcement Program. Sections 3.3 through 3.10 provide details on the program areas, including problem identification, performance targets and measures, countermeasures and planned activities, and funding levels and sources. The planned activity/project descriptions following the countermeasure descriptions include citations referencing the performance targets and evidence of effectiveness. The performance targets are numbered in each of the program area descriptions, and the same numbering is followed in the program/project description. Furthermore, unique identifiers are provided for each project. A glossary for the unique identifiers can be found in Section 4, Table 4.1. The AHSO used the *Countermeasures That Work (CTW): A Highway Safety Countermeasure Guide for State Highway Safety Offices*, Tenth Edition, 2020, as a reference to aid in the selection of effective, evidence-based countermeasure strategies for the FFY 2023 HSP program areas. Evidence of effectiveness citations reference CTW, followed by the chapter and related countermeasure section (e.g., CTW, Chapter 2, and Section 2.1), denote the effectiveness of the related countermeasure strategy where appropriate, and are identified in the program/project descriptions. Note that CTW is not referenced for traffic records countermeasures or AHSO administrative functions and activities. The 2020 edition of CTW can be viewed on NHTSA's website at [Countermeasures That Work, 2020](#).

3.2 Evidence-Based Traffic Safety Enforcement Program

A significant portion of Alaska's highway safety grant funds are awarded to law enforcement agencies each year. The AHSO has policies and procedures to ensure enforcement resources are used efficiently and effectively to support the goals of the state's highway safety program. Funding decisions for subsequent years are based on the effectiveness of the implementation and performance of each agency's enforcement project.

Alaska incorporates an evidence-based approach in its statewide enforcement program through the three components discussed below. The planned activities that comprise Alaska's evidence-based traffic safety enforcement program include:

- Impaired Driving HVE (ID-1)
- Occupant Protection HVE (OP-1)
- Speed Enforcement (SP-1)

A complete listing of planned activities for FFY 2023 can be found in Table 4.1.

Data-Driven Problem Identification

The statewide problem identification process used in the development of the HSP is described in Chapter 2.0. The data analyses are designed to identify users who are overinvolved in crashes (such as high-risk populations) and when, where, and why crashes are occurring. Key results summarizing the problems identified are presented in the statewide and individual program area sections of the HSP.

All enforcement agencies receiving AHSO grant funding also must use a data-driven approach to identify the enforcement issues in their jurisdictions. Data documenting the highway safety issue identified are required in the funding application submitted to AHSO, along with strategies that will be implemented to address the problem.

Implementation of Evidence-Based Strategies

To ensure that enforcement resources are deployed effectively, law enforcement agencies are directed to implement evidence-based strategies using the data provided. Alaska's integrated evidence-based traffic safety enforcement methodology uses a hybrid between an integrated enforcement approach and saturation patrols; both of which can be found in the NHTSA publication *Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices* for their problem areas. Examples of proven strategies include targeted enforcement focusing on enforcement of traffic laws pertaining to impairment and speeding, or on specific times of day when more violations occur, such as nighttime impaired driving road checks and seat belt enforcement. High-visibility enforcement, including participation in national seat belt and impaired driving mobilizations, is also required.

The Data Driven Approach to Crime and Traffic Safety (DDACTS) model and other strategies that use data to identify high-crash locations also are proven strategies. By implementing strategies that research has shown to be effective, more efficient use is made of the available resources, and the success of enforcement efforts is enhanced. Multi-jurisdictional enforcement efforts are encouraged and supported by the AHSO.

Continuous Monitoring

Continuous monitoring of the implementation of enforcement programs is another important element of the AHSO's enforcement program. To ensure these law enforcement projects remain nimble with the ability to adjust to any situation, various tracking mechanisms are utilized to enable program managers and law enforcement managers with quick insights into the progress of each project. Contact with enforcement agencies is maintained through meetings, conferences, grant monitoring sessions, phone calls, and press

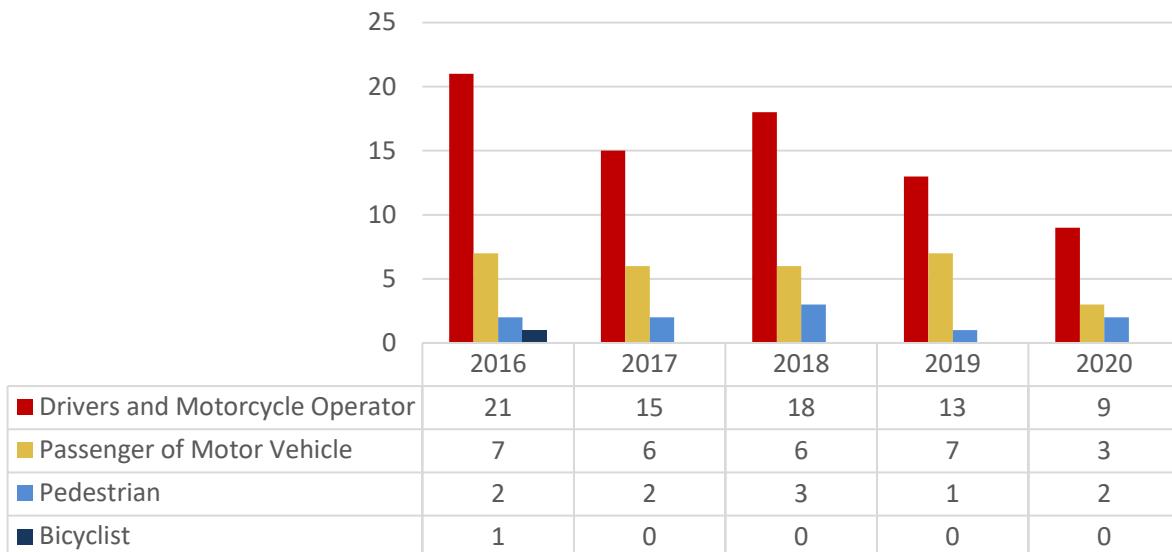
events. Monthly progress reports are required from each law enforcement agency receiving grant funding to ensure an understanding of the goals and outcomes of each project. These reports must include data on the activities conducted, such as the area and times worked, and the number of tickets issued. This monthly monitoring will allow for subtle or major adjustments within each jurisdiction in sufficient time to provide the greatest use of resources to address impaired driving. Special projects are implemented, as needed. Additionally, in FFY 2022 the AHSO brought on a Law Enforcement Liaison who will be working closely with law enforcement grantees to review their activity and advise the agencies on safety countermeasure practices they can conduct.

3.3 Impaired Driving Program Area

Problem Identification

In 2020, alcohol impaired driving fatalities accounted for 22 percent of all fatalities on Alaska’s roadways. From 2016-2020 the average number of impaired driving fatalities in Alaska was 23, representing 31 percent of all the 75 total fatalities during that period. While suspected impaired driver fatalities are mostly attributed to automobile and motorcycle operators, per NHTSA STSI data, Alaska’s CARE database is able to indicate the number of pedestrians and bicyclists who were also suspected to be impaired (Figure 3.1).

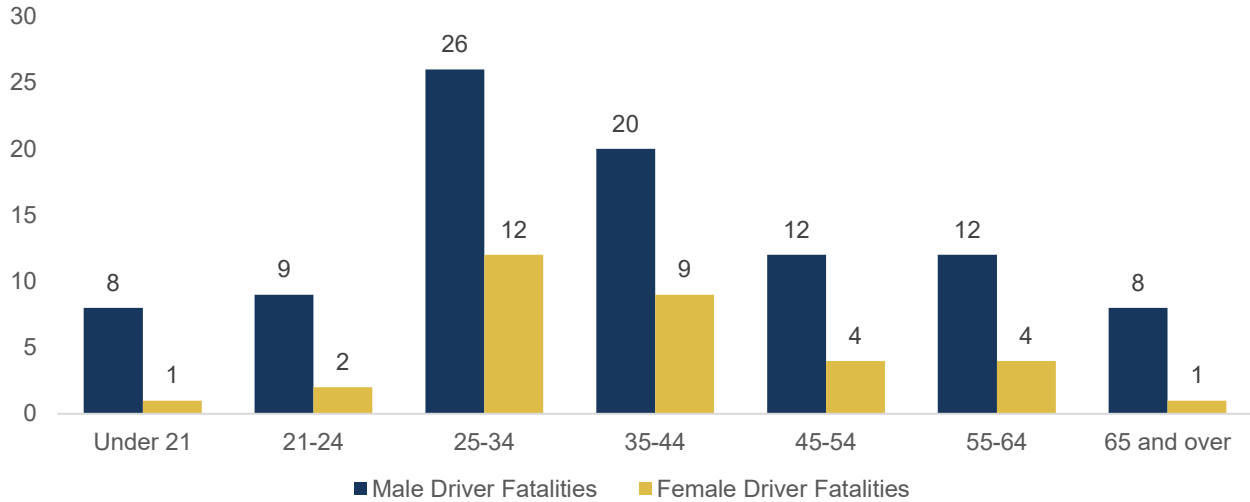
Figure 3.1 Alcohol Suspected Fatalities Involving Driver, Motorcycle Operator, Pedestrian, or Bicyclist



Source/Date Accessed: FARS FIRST, Alaska CARE, March 2022.

Impaired driving fatalities were greatest among 25 to 34-year-olds (38 fatalities), and lowest among those 65 and older or under 21 (9) between 2016 and 2020, as shown in Figure 3.2. Overall, male drivers were almost three times as likely to be involved in an impaired driving fatality than females.

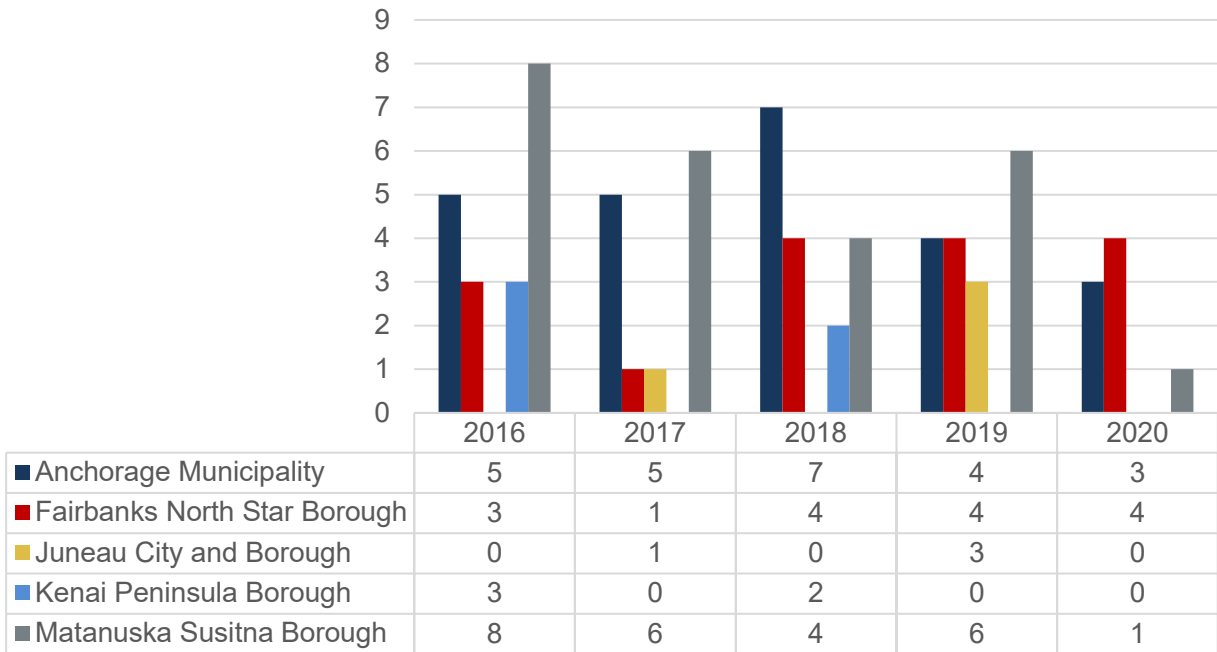
Figure 3.2 Alcohol Suspected Driving Fatalities by Driver Gender and Age Group 2016-2020



Source/Date Accessed: FARS FIRST, March 2022.

Between 2016 and 2020, the Mat-Su Borough accounted for most of these fatalities followed closely by Anchorage, and more distantly by Fairbanks, Kenai, and Juneau Boroughs, as seen in Figure 3.3. Overall, the five most populous boroughs saw alcohol suspected driving fatalities decrease from 19 in 2016 to eight in 2020.

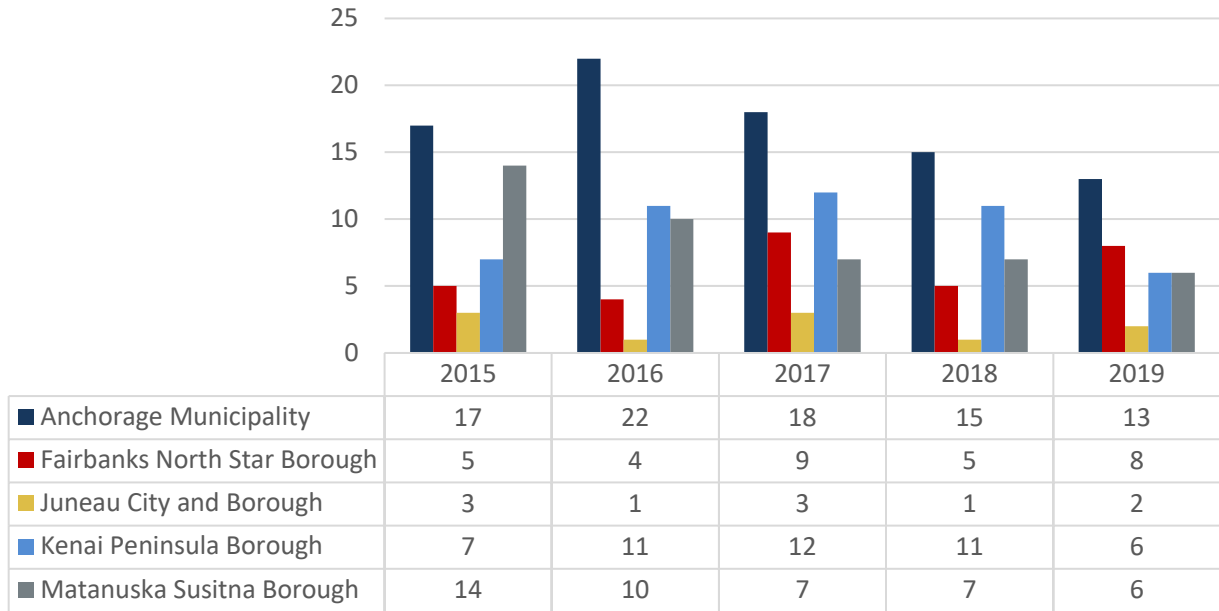
Figure 3.3 Alcohol Suspected Fatalities by Five Most Populous Boroughs



Source/Date Accessed: FARS FIRST, March 2022.

Between 2015 and 2019, most alcohol suspected serious injuries occurred in the state’s five most populous boroughs. In 2018, Anchorage accounted for 47 percent of all alcohol suspected serious injuries, followed by Kenai, Mat-Su, Fairbanks, and Juneau (Figure 3.4).

Figure 3.4 Alcohol Suspected Serious Injuries by Five Most Populous Boroughs

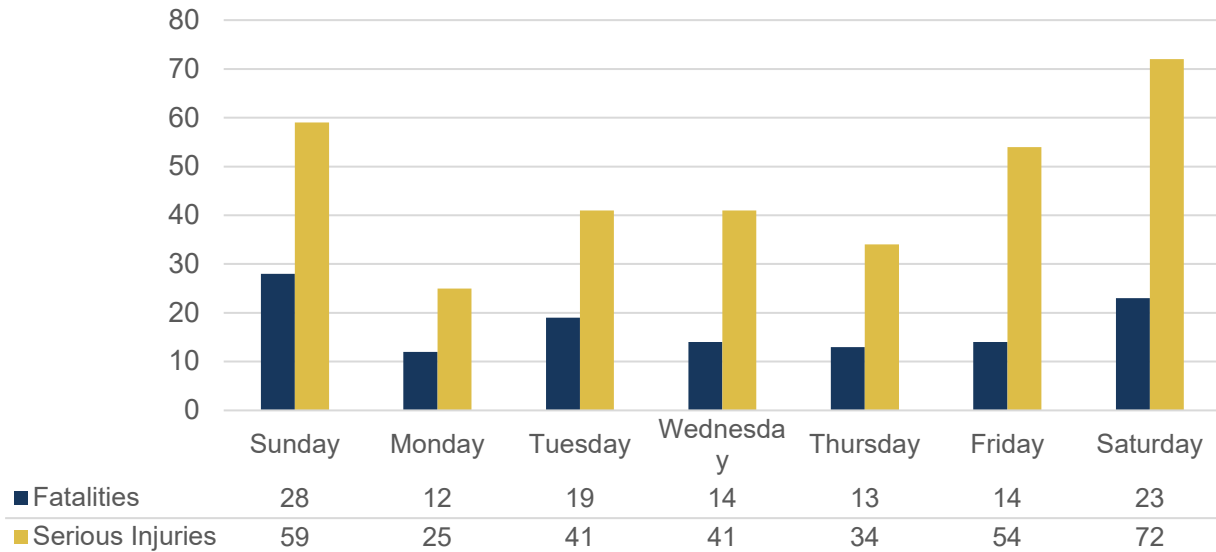


Source/Date Accessed: Alaska CARE, June 2022.

Note: Serious injury data are from 2015 to 2019. At time of reporting, alcohol suspected serious injury data was not available for 2020.

Between 2015 and 2019, the most alcohol suspected fatalities occurred on Tuesdays (19), Saturdays (23), or Sundays (28), with the greatest recorded deaths on Sundays. Alcohol suspected serious injuries peaked on Saturday (72) and Sunday (59), and were lowest on Monday (25), as shown in Figure 3.5.

Figure 3.5 Alcohol Suspected Fatalities and Serious Injuries by Day of Week

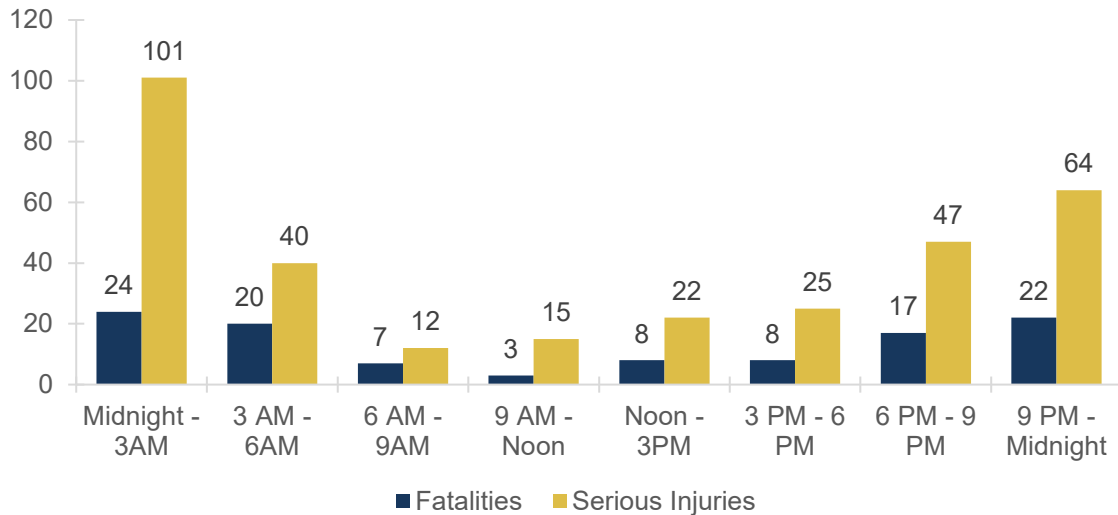


Source/Date Accessed: Alaska CARE and FARS, March 2022.

Note: Serious injury and fatality data are from 2015 to 2019. At time of reporting, alcohol suspected serious injury data was not available for 2020.

Meanwhile, between 2015 and 2019, alcohol suspected driving-related fatalities and serious injuries occurred most frequently between the hours of 6:00 p.m. and 6:00 a.m. (Figure 3.6). The highest number of fatalities and serious injuries occurred between midnight and 3:00 a.m.

Figure 3.6 Alcohol Suspected Fatalities and Serious Injuries by Time of Day



Source/Date Accessed: Alaska CARE and FARS, March 2022.

Note: Serious injury and fatality data are from 2015 to 2019. At time of reporting, alcohol suspected serious injury data was not available for 2020.

Impairment caused by drugs also is affecting safety on Alaska’s roadways. According to the Alaska Department of Public Safety, of the 755 total fatalities between 2010 and 2020, 269 fatalities (35.62 percent) were attributed to drugged driving. Drugged driving fatalities peaked most recently in 2018 (40), followed by 2017 and 2019 (both 33). In 2015, 170 drug-related Driving Under the Influence (DUI) violations were documented, with 183 in 2016, 160 in 2017, 166 in 2018, 172 in 2019, and 18 in 2020. (Note: The FFY2023 Highway Safety Grant Application for the Statewide Drug Recognition Expert program lists that “2020 data is incomplete and not available by the close of the application.”)

As of May 2022, Alaska has 27 Drug Recognition Experts (DRE) working across the state to assist police agencies apprehend and remove drug-impaired drivers from the state’s roadways.

Performance Targets

1. Reduce alcohol impaired driving fatalities 9 percent from 23 (2016-2020 rolling average) to 21 (2019-2023 rolling average) by 2023.

Countermeasure Strategies

Alaska’s Impaired Driving Task Force (IDTF) has met quarterly since being established in 2013, with the exception of during the COVID-19 pandemic. A revision to the Impaired Driving Strategic Plan for FFY 2021 was to better coordinate impaired driving strategies found in the current SHSP as well as address changes in IDTF membership and comments noted in Alaska’s first Statewide Traffic Safety Conference in early 2020. Shortly after the Statewide Traffic Safety Conference, COVID-19 hit and impacted many aspects previously used to address impaired driving as well as halted all in-person IDTF meetings. The IDTF, led by the AHSO, reviewed the plan’s strategies and provided some edits and additions for better identifying and addressing impaired driving in a post-COVID-19 Alaska. Following are the plan’s strategies and actions steps (A.S.):

Strategy 1: Build partnerships designed to reduce impaired driving crashes.	
AS 1.11:	Conduct quarterly Alaska Impaired Driving Task Force meetings to review and track strategic plan progress and identify new initiatives.
AS 1.1.2:	Identify new partners when needed to remove roadblocks.
Strategy 2: Prevent excessive drinking, underage drinking, and impaired driving.	
AS 2.1:	Improve understanding of impaired driving among youth and implement outreach programs.
AS 2.1.1:	Improve knowledge of factors leading to impaired driving and other unsafe driving behavior by Alaska youth.
AS 2.2:	Conduct well publicized compliance checks of alcohol retailers to reduce sales to underage persons.
AS 2.2.1:	Conduct data-driven compliance checks.
AS 2.3:	Conduct mandatory alcohol server training.
AS 2.3.1:	Increase accountability for alcohol server training and marijuana handlers permits.
Strategy 3: Enhance law enforcement training in alcohol and drug detection.	
AS 3.1:	Improve and enhance the effectiveness of Alaska's Ignition Interlock (IID) program through an effective and consistent policy and oversight.
AS 3.1.1:	Conduct research on ignition interlock devices for consideration by the Legislature.
AS 3.2:	Improve enforcement and prosecution of impaired drivers who crash into special users.
AS 3.2.1:	Determine the charges typically leveraged against impaired drivers who crash into special users.

Strategy 3.3: Enforce and publicize DUI laws.

- AS 3.3: Continue statewide, high-visibility saturation enforcement and media campaigns to reduce impaired driving.
- AS 3.3.1: Conduct high-visibility enforcement using saturation patrols during the national Drive Sober or Get Pulled Over mobilization and at times and in areas identified as having a high impaired driving crash rate.
- AS 3.3.2: Increase coverage of impaired enforcement activity, including during special events and campaigns such as Drive Sober or Get Pulled Over.
- AS 3.4: Enhance impaired driving enforcement in the four safety corridors.
- AS 3.4.1: Conduct data-driven enforcement efforts in the Seward, Parks, Knik/Goose Bay Road and Sterling Safety Corridors on times and days and where data suggest a high rate of impaired driving occurs.
- AS 3.5: Reduce the incidence of DUI/drugged driving through enhancement of DUI/Drugged driving evidence collection and preservation practices.
- AS 3.5.1: Increase the number of officers trained and recertified in standardized DUI/Drugged driving detection and apprehension.
- AS 3.6: Develop a program to increase enforcement of drug-impaired driving.
- AS 3.6.1: Increase the number of Drug Recognition Experts (DREs) in the State and ensure there is sufficient access to DREs for smaller departments.
- AS 3.7: Develop a Statewide Law Enforcement Liaison program to increase support for impaired driving efforts.
- AS 3.7.1: Deploy a Statewide Law Enforcement Liaison (LEL) program.
- AS 3.8: Educate prosecutors and court system on traffic safety issues specifically impaired driving.
- AS 3.8.1: Hire a Traffic Safety Resource Prosecutor (TSRP).
- AS 3.8.2: Provide statewide prosecutor training and technical assistance throughout Alaska.
- AS 3.9: Provide information to judges on impaired driving issues and best practices.
- AS 3.10: Suspend a driver license administratively upon arrest.
- AS 3.10.1: Continue program to suspend or revoke licenses based on test refusal or test result.

Strategy 4: Support impaired driving priority policies and program efforts.

- AS 4.1: Establish a comprehensive communications plan that includes impaired driving initiatives.
- AS 4.1.1: Develop a statewide traffic safety communications plan which incorporates initiatives from the Alaska Impaired Driving Strategic Plan.
- AS 4.1.2: Implement the impaired driving communications plan to increase coverage of enforcement activity during special events and campaigns.

Strategy 5.1: Establish programs to facilitate close monitoring of impaired drivers.

- AS 5.1: Develop and implement a screening, treatment, and rehabilitation program.
- AS 5.1.1: Evaluate the effectiveness of implementing SB 91 (which requires risk assessment screening for alcohol and drug use).
- AS 5.1.2: Ensure Alaska's 24/7 program is sustainable and assessable to individuals who need treatment.

Strategy 6.1: Provide timely, accurate, integrated, and accessible traffic records data.

- AS 6.1: Conduct an annual impaired driving program evaluation.
 - AS 6.1.1: Conduct data analysis and reporting of IDTF activities and grant funded impaired driving related programs.
 - AS 6.2: Improve toxicology services for impaired driving cases.
 - AS 6.2.1: Ensure the services of a forensic toxicologist to analyze blood test results and provide expert testimony in impaired driving cases.
-

Based upon the problem identification and guided by the Impaired Driving Strategic Plan, the AHSO will focus on the following countermeasure strategies in FFY 2023.

Integrated Enforcement

Recognizing the significant impact impaired driving has on roadway safety, the AHSO remains firmly committed to working with its law enforcement partners to remove alcohol and drug impaired drivers, bicyclists, pedestrians, and motorcyclists from the state's roadways using Integrated Enforcement which includes high visibility enforcement and saturation patrols. The State of Alaska's integrated evidence-based traffic safety enforcement methodology will use a hybrid between an integrated enforcement approach and saturation patrols; both of which are known proven countermeasures. The methodology will include enforcement of traffic laws pertaining to impairment, speeding, and seatbelt use, coupled with enforcement patrols that saturate an area. The patrols are well advertised in the local media and describe the effort as an impaired driving campaign. This effort will include uniformed law enforcement officers "saturating" a high DUI-related crash area and engaging the driving public by pulling over as many traffic violators as possible to serve as a deterrent to impaired driving. This hybrid approach will provide a public perception of risk that driving impaired will result in an arrest. This overall approach, along with associated national crackdowns and mobilizations, will provide continuous direct and general deterrence in impaired driving.

The AHSO will provide funding for high-visibility enforcement using saturation patrols (checkpoints are not permitted under Alaska law). Alaska will continue to participate in the national impaired driving mobilization, Drive Sober or Get Pulled Over, in summer, during holiday periods, and during specialized state events, such as Saturation Patrol for the Solstice and the Crab Fest. Particular emphasis will be given to engaging law enforcement agencies in areas identified as having a high impaired driving crash rate, including Anchorage, which consistently leads the State in alcohol-involved crashes resulting in death and serious injury.

Alaska's data show the five most populated boroughs also have the largest impaired driving problems. The municipality of Anchorage's population is 40 percent of the state's total, while the metro area is home to approximately 52 percent of Alaska's total population. The population of the city of Fairbanks is 13 percent of the total population; thus, projects in both areas cover roughly 65 percent of the state's total population. The FFY 2023 Highway Safety Plan includes Impaired Driving HVE DUI Enforcement projects in Anchorage and Fairbanks that will address the impaired driving problems in these two regions of the state. The Anchorage Impaired Driving Taskforce and Fairbanks DUI Unit projects will conduct highly visible and sustained enforcement through deployment of saturation patrols in areas that have shown a high incidence of impaired driving-related crashes. Data-driven enforcement operations will be conducted throughout the year, and in coordination with the national crackdowns.

Impaired driving/riding earned, and paid media messaging developed by AHSO and its partners (who will be supplied press release templates highlighting the dangers of drinking and driving) will be prominent during the national Drive Sober or Get Pulled Over mobilizations in December and August/September, and other holiday periods including St. Patrick's Day, in addition to appropriate local campaigns. Particular emphasis will be given to targeting messages to adult males highlighting their increased risk of dying or being seriously injured because of drinking and driving.

As mentioned in Section 1.0 Highway Safety Planning Process, Alaska utilizes data driven decision-making to select, assess, and monitor projects that in combination with the totality of our safety planning will lead to safer roadways. Alaska's high visibility Integrated Enforcement impaired driving countermeasure strategy is evidence-based and begins with an analysis of relevant data to inform problem identification; deployment of

proven countermeasures is targeted at the problems identified during the analysis. The state's impaired driving enforcement activities will be focused on when and where impaired driving crashes occur. Continuous follow up will be conducted and necessary adjustments will be made to programs and projects as warranted. The AHSO uses input collected throughout the year from planning partners identified in the Highway Safety Planning Process section and the *Countermeasures That Work (CTW): A Highway Safety Countermeasure Guide for State Highway Safety Offices*, Tenth Edition, 2020 in the selection of effective, evidence-based countermeasure strategies for the FFY 2023 Impaired Driving program area. Alaska's integrated evidence-based traffic safety enforcement methodology will again use a hybrid between an integrated enforcement approach and saturation patrols; both of which can be found in CTW. By using these evidence-based high visibility enforcement strategies as an impaired driving strategy, the likelihood of reaching Alaska's performance targets increases. Enforcement efforts for impaired driving, speeding, and nonrestraint use are based on available data and focused on problem locations. In addition, after enforcement waves are completed, crash-reduction data is analyzed to understand enforcement's effectiveness and enhance future campaigns.

Evidence of Effectiveness: CTW, Chapter 1: Sections 2.2 and 2.5; Chapter 1: Section 5.2

The AHSO estimates that approximately \$2,063,000 in 405d funds will be expended for impaired driving enforcement, combined with approximately \$700,000 in 405d in paid media to aggressively fight impaired driving in Alaska. Additional details about the paid media are located in Section 3.12 Strategic Communications Plan. An additional \$80,000 in 402 funds will be used to support LEL activities.

Toxicology Services

In addition to alcohol-impaired driving, impairment caused by drugs is affecting safety on Alaska's roadways. Of the 755 fatalities that occurred between 2010 and 2020, 35.62 percent (269 fatalities) were attributed to drugged driving. According to the Alaska Department of Public Safety, 17 people (27 percent) lost their lives in crashes involving drugs in 2020, 33 in 2019, and 40 in 2018.

The AHSO is also committed to working with its law enforcement partners to ensure drunk and drugged driving offenders are prosecuted to the fullest extent of the law. In FFY 2023, the AHSO will hold the toxicology grant this year through a memorandum of understanding (MOU) with the Alaska State Public Health Laboratory to ensure that evidence collected from alcohol and drug-impaired drivers is properly analyzed in a timely and professional capacity. Activities will include development of in-state expert witness testimony skills for the criminal prosecution of individuals for Driving Under the Influence (of alcohol) and Driving Under the Influence of Drugs. Anticipated results include in-state analysis and in-person expert forensic testimony at a reduced expense to previous years when toxicology services were provided out of state, as well as an increase in the prosecution of drug impaired drivers in the state.

As discussed in Section 2.0, Alaska utilizes data driven decision-making to select, assess, and monitor projects that in combination with the totality of our safety planning, will lead to safer roadways. To provide the maximum impact and likelihood for reducing impaired driving, the AHSO provides leadership, training and technical assistance to other state agencies, law enforcement agencies, and to local impaired driving projects. The AHSO conducts problem identification to identify the areas and populations with the highest rate of impaired driving fatalities. The AHSO uses input collected throughout the year from planning partners identified in the Highway Safety Planning Process section and the *Countermeasures That Work (CTW): A Highway Safety Countermeasure Guide for State Highway Safety Offices*, Tenth Edition, 2020 in the selection of effective, evidence-based countermeasure strategies for the FFY 2023 Impaired Driving program area. Whenever

possible the most effective proven strategies, such as those with two stars or greater, are selected and implemented. By using these evidence-based selection strategies for impaired driving countermeasures, the likelihood of reaching Alaska's performance target to reduce impaired driving-related fatalities increases. Furthermore, the AHSO and its partners review literature and attend conferences to stay current on innovative and effective countermeasures to implement. Alaska considers the most recent proven countermeasures when planning legislative and programmatic strategies based on the state's priorities, fiscal standing, staffing and other factors.

Evidence of Effectiveness: CTW, Chapter 1, Sections 2.2, 2.5, and 7.1

It is estimated that \$240,000 in 402 funds will be spent on Toxicology Services.

Drug Recognition Expert Program

The AHSO provides traffic safety leadership, training, and technical assistance to Alaska's law enforcement community. The AHSO has developed policies and procedures to ensure enforcement resources are used efficiently and effectively to support the goals of the State's highway safety program. The AHSO is also committed to working with its law enforcement partners, prosecutors and judges to ensure drunk and drugged driving offenders are prosecuted to the fullest extent of the law.

The recreational use of marijuana, which became legal in Alaska in early 2015, heightened the importance of Alaska's DRE Program. The AHSO strengthened its training programs offered to DREs, expanded training to more officers and identified a State DRE Coordinator to oversee the program. Alaska currently has 27 DREs working across the state to assist police agencies apprehend and remove drug-impaired drivers from the roadways. With the opioid crisis, Anchorage Police Department's DUI Traffic Enforcement Unit is seeing an increase in DRE evaluations. Five of the unit's officers are DRE certified which reduces the costs and time associated with the evaluation.

The AHSO understands the importance of establishing a strong network to fight impaired driving which includes the LEL and DREs as the foundation of the network. With the legalization of recreational marijuana, the AHSO is cognizant that solidifying these positions is a top priority of the state to strengthen Alaska's efforts to address both drunk and drug-impaired driving. The LEL also will work with Alaska's DREs to address deployment and training/recertification for law enforcement (ARIDE – Advanced Roadside Impaired Driving Enforcement) and education professionals (DITEP – Drug Impairment Training for Education Professionals).

Alaska's Impaired Driving Task Force and the Traffic Records Coordinating Committee, work closely with the State DRE Coordinator to stay ahead of the potential increase in drug impaired driving. The Task Force looks for new partners who can provide additional insight into addressing all forms of impaired driving. The State DRE Coordinator also attends the International Association of Chiefs of Police (IACP) Region I State Coordinators Meeting to learn from and network with colleagues. The LEL coordinator position will work with Alaska's State DRE Coordinator to address ARIDE training/recertification for law enforcement and DITEP courses for education professionals.

With the legalization of marijuana and the rise in opioid use, the AHSO will continue to focus efforts to maintain current, and train new, DREs through the Drug Recognition Expert Course. The AHSO will also support law enforcement officers' attendance at the National DRE Conference which allows them to attend various courses and breakout sessions to further their education. Attendance at the Annual IACP DRE National Conference for both officers and prosecutors will also be supported in FFY 2023.

Enforcement of drug-impaired driving laws can be difficult. Typically, drug-impaired driving is only investigated when a driver is obviously impaired, but the driver's BAC is low. If drivers have BACs over the illegal limit, many officers and prosecutors do not probe for drugs. The AHSO plans to utilize DREs to assist in investigating potential drug-impaired driving cases. NHTSA recommends that DREs participate in HVE activities and checkpoints and respond to serious and fatal crashes (CTW).

Alaska's DRE Program is an evidence-based effort that begins with an analysis of relevant data to inform problem identification; deploy proven countermeasures targeted at the problems identified during the analysis; combined with continuous follow up and necessary adjustments to programs and projects. The AHSO uses input collected throughout the year from planning partners identified in the Highway Safety Planning Process section and the *Countermeasures That Work (CTW): A Highway Safety Countermeasure Guide for State Highway Safety Offices*, Tenth Edition, 2020 in the selection of effective, evidence-based countermeasure strategies for the FFY 2023 Impaired Driving program area. Whenever possible the most effective proven strategies, such as those with two stars or greater, are selected and implemented. By using these strategies for DRE countermeasures, the likelihood of reaching Alaska's performance targets increases. DREs work across the state to assist law enforcement agencies who are conducting impaired driving, seat belt, and speeding enforcement efforts to apprehend and remove drug-impaired drivers from the state's roadways.

Several studies have shown DRE judgments of drug impairment are corroborated by toxicological analysis in 85 percent or more of cases (NHTSA, 1996).

Evidence of Effectiveness – CTW, Chapter 1: Section 7.1

It is estimated that approximately \$290,000 Section 405d funds will be used for DRE, Standard Field Sobriety Tests (SFST), and ARIDE training in FFY 2023. Other countermeasures, such as HVE impaired driving enforcement, will incorporate enforcement with DRE/ARIDE certified officers. With greater awareness by officers of the signs of drug impaired driving it is believed that greater detection, apprehension, and conviction of drug impaired drivers will occur.

Planned Activities/Projects Description

The following planned activities will support these countermeasures in FFY 2023:

- Impaired Driving HVE (ID-1)
- Impaired Driving Focus (ID-2)
- Toxicology Services (ID-2)
- Impaired Driving Public Education (ID-3)
- Impaired Driving Training (ID-4)

Target: 1

Planned Activity: Impaired Driving HVE, ID-1

Project Title: High-Visibility DUI Enforcement

Project Number: 405d M5HVE-23-01-BL(A)

Description: Highly visible enforcement is widely recognized as an effective countermeasure for reducing impaired driving fatalities and serious injuries. The AHSO will fund the Alaska State Troopers (AST) and 11 local agencies to conduct data-driven integrated enforcement which includes high visibility enforcement and saturation patrols in areas of high risk for impaired driving crashes in coordination with national mobilizations.

Grantee: Local LEA's, Alaska State Troopers

Budget/Funding Source: \$250,000 Section 405d

Eligible Use of Funds: 405d Impaired Driving Mid (BIL)

Match: \$0

Local Benefit: \$0

Evidence of Effectiveness: CTW, Chapter 1, Section 2.2, 2.5

Target: 1

Planned Activity: ID-2

Project Title: Anchorage Police Department Impaired Driving Enforcement Unit

Project Number: 405d M5X-23-01-BL(C)

Description: This project will support the Anchorage Police Department Impaired Driving Enforcement Unit's (IDEU) enforcement effort. The IDEU will focus on sustained, high visible enforcement using data driven methods to improve efficiency and effectiveness. The IDEU will continue to combat impaired driving with targeted enforcement, high-visibility patrols and continued partnership and community outreach with the AHSO. IDEU officers will maintain a visible presence in geographical areas of Anchorage associated with drinking establishments. IDEU will also review the list of catering permit applications to determine the need for additional presence in locations where events take place. The IDEU will deploy resources as needed on federal, state, and local holidays, events, and other dates supported by arrest data, including but not limited to the Alaska State Fair, opening of sport fishing season, Anchorage community events that involve alcohol, and all HVE dates provided by the AHSO (e.g., the national You Drink, You Drive. You Lose. campaign). The IDEU will also coordinate public outreach campaigns with APD, AHSO, and Alaska DOT's public information officers and public relations. A portion of the funding will be used for officer training and fleet maintenance to enable officers to work the impaired driving enforcement patrols.

Grantee: Anchorage Police Department

Budget/Funding Source: \$1,699,000 Section 405d

Eligible Use of Funds: 405d (BIL)

Match: \$97,226

Local Benefit: \$0

Evidence of Effectiveness: CTW, Chapter 1, Section 2.2

Target: 1

Planned Activity: ID-2

Project Title: Fairbanks DUI Traffic Enforcement Unit

Project Number: 405d M5X-23-01-BL(B)

Description: The Fairbanks DUI Traffic Enforcement Unit will conduct highly visible and sustained enforcement through deployment of saturation patrols in areas of high risk for impaired driving crashes. An officer will be assigned by command staff to work 40 hours per week focused solely on DUI enforcement Wednesday through Sunday, when data suggests DUI related crashes are most prevalent. Data-driven enforcement operations will be conducted throughout the year and in coordination with the national mobilizations.

Grantee: City of Fairbanks Police Department

Budget/Funding Source: \$114,000 Section 405d

Eligible Use of Funds: 405d Impaired Driving Mid (BIL)

Match: \$114,000

Local Benefit: \$0

Evidence of Effectiveness: CTW, Chapter 1, Section 2.2

Target: 1

Planned Activity: ID-2

Project Title: Statewide DRE Program

Project Number: 405d M5X-23-01-BL(A)

Description: This project will support the expansion of Alaska's DRE program activities. Alaska's 27 DREs will conduct sustained high-visibility enforcement in conjunction with education and media. The grant funding also will support updated field sobriety testing, DUI/DUI-D detection, drug interdiction, training courses for new DREs and Instructors, Alaska's annual DRE in-service training, travel for teaching ARIDE and DITEP classes, travel to provide instruction and field certification oversight, and training/travel for the National Annual DRE Training Conference and mid-year regional DRE meeting.

Grantee: Alaska State Troopers

Budget/Funding Source: \$290,000 Section 405d

Eligible Use of Funds: 405d Int Drug and Alcohol Training (BIL)

Match: \$34,700

Local Benefit: \$0

Evidence of Effectiveness: CTW, Chapter 1, Section 7.1

Target: 1

Planned Activity: ID-2

Project Title: Alaska State Public Health Laboratory (ASPHL) Toxicology Services

Project Number: 402 AL-23-01-BL(A)

Description: Previously the State of Alaska outsourced forensic drug toxicology services out of State. In FFY 2019 the Alaska State Public Health Laboratory (ASPHL) began providing in-state forensic drug toxicology services for criminal prosecution. To increase the rate of prosecution of drug facilitated impaired driving cases, toxicology services must be performed in-state. The project will provide forensic toxicology services between ASPHL and AHSO to analyze evidence collected from drug-impaired driving offenses. The AHSO will hold the grant and will have a Memorandum of Understanding (MOU) with ASPHL to continue testing and will invoice the AHSO for each test performed. Grant funding will support a mechanism for Alaska law enforcement agencies to submit evidence to a forensic toxicology laboratory for the analysis of samples in drug-impaired driving cases. Project activities also include development of in-state expert witness testimony skills for the criminal prosecution of individuals for Driving Under the Influence of Drugs. Anticipated results will include in-state analysis and in-person expert forensic testimony at a reduced expense, as well as an increase in the prosecution of drug impaired drivers in the state.

Grantee: AHSO

Budget/Funding Source: \$240,000 Section 402

Eligible Use of Funds: NHTSA 402 AL (BIL)

Match: \$0

Local Benefit: \$0

Evidence of Effectiveness: Chapter 1, Section 2.2, 2.5 and 7.1

Planned Activity: PE-3

Project Title: Educational Traffic Safety Media Buys (Impaired Driving)

Project Number: 405d M5PEM-23-01-BL(A)

Description: This project funds media buys on behalf of the AHSO to assist in fulfillment of its HSP and SHSP goals to reduce impaired driving related crashes. A mass media campaign consists of intensive communications and outreach activities regarding alcohol-impaired driving that use radio, television, print, and other mass media, both paid and/or earned. Mass media campaigns are a standard part of every state's efforts to reduce alcohol-impaired driving. Funding will also help to support the national You Drink. You Drive. You Lose. campaign.

Grantee: Media Agency

Budget/Funding Source: \$700,000, Section 405d

Eligible Use of Funds: 405d (BIL)

Match: \$0

Local Benefit: \$0

Evidence of Effectiveness: CTW, Chapter 1: Section 5.2

Planned Activity: PE-3

Project Title: Special Events and Sports Marketing (Impaired Driving)

Project Number: 402 PM-23-25-BL(H)

Description: This project funds media and educational activities on behalf of the AHSO to assist in fulfillment of its HSP and SHSP goals to reduce impaired driving related crashes. This project is designed to reach high-risk target demographics gathered for sporting events and entertainment venues located throughout the state which are not currently addressed directly in other impaired driving paid media activities. At many community and sporting events in Alaska, alcohol is served at the events and attendees may often times drive home impaired. This project addresses these individuals directly at the events with a combination of consistent and repeated messaging about the dangers of drunk driving. The Alliance team will be present at many of these events to provide hands-on demonstrations utilizing tools like drunk goggles to provide an immersive learning experience on the dangers of impaired driving. Planned activities for FFY 2023 will occur at motorsport, hockey, rodeos, motorcycle rides, and community festival events where drinking is prominent.

Grantee: Alliance Highway Safety

Budget/Funding Source: \$184,000, Section 402

Eligible Use of Funds: 402 (BIL)

Match: \$0

Local Benefit: \$184,000

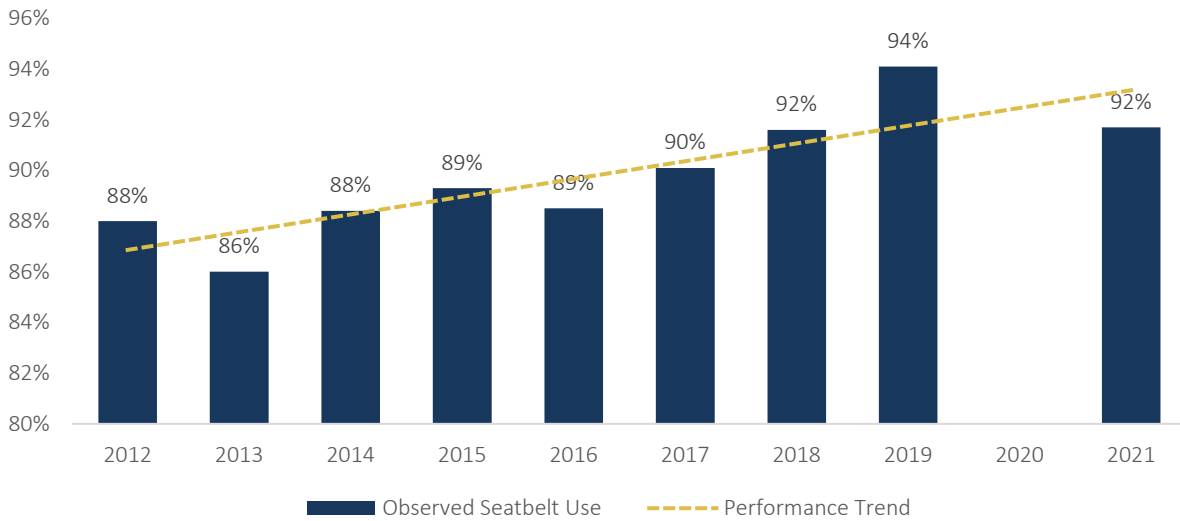
Evidence of Effectiveness: CTW, Chapter 1: Section 5.2

3.4 Occupant Protection Program Area

Problem Identification

Alaska's front seat belt usage rate increased from 88 percent in 2012 to 94.1 percent in 2019, which was an all-time high observed usage rate. While no survey was conducted in 2020 due to the COVID-19 pandemic, the limited HVE occupant protection which also occurred in 2020 may have some correlation to the dip in the 2021 observed seat belt rate of 91.7 percent. Figure 3.7 illustrates the rising trend in the observed seat belt use rate of front seat outboard occupants from 2011 to 2021. For illustration purposes the figure shows labels using only whole numbers. Table 2.3 shows the actual observed usage rates for each year. Ensuring that all drivers and passengers are properly restrained every trip is essential for achieving Alaska's zero fatality goal.

Figure 3.7 Observed Belt Use Rate for Passenger Vehicles, Front Seat Outboard Occupants



Source/Date Accessed: Alaska Highway Safety Office and FARS, June 2022.

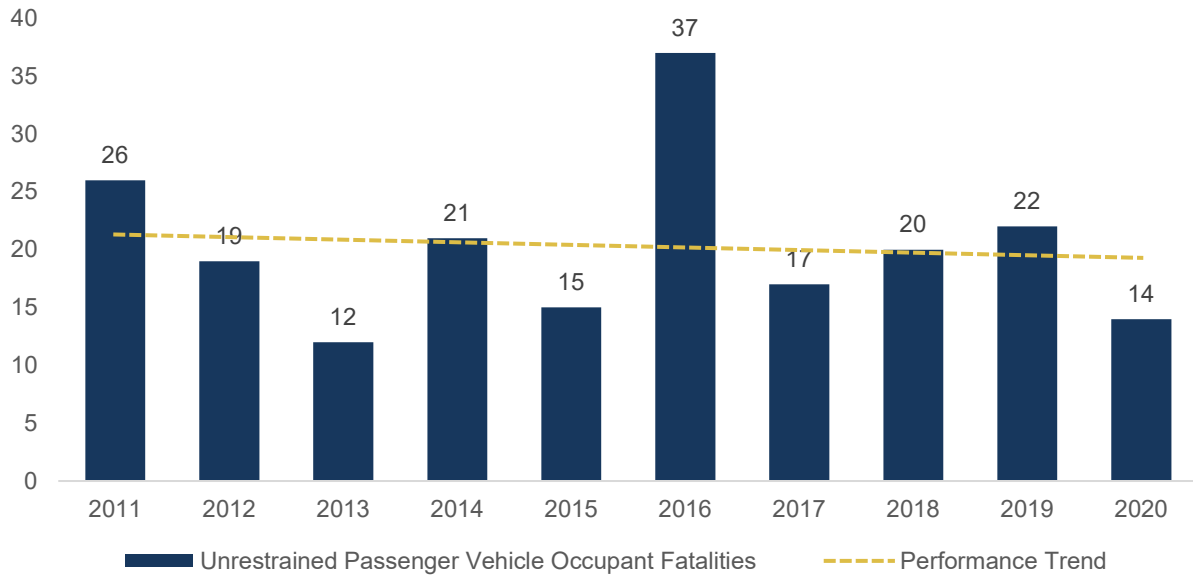
Note: Due to COVID-19 no observational survey was conducted in 2020.

Deeper analysis of the 2021 observational seat belt survey data shows that usage rates by vehicle type vary. SUV occupants have the highest belt usage rate at 93.8 percent, followed by van drivers and their passengers (93.2 percent). Car (92.1 percent) and truck (88.9 percent) occupants had the lowest usage rates in 2021. Restraint usage by truck occupants has increased the most over the last several years; only 83.7 percent buckled up in 2013, but their observed usage rate has increased steadily. Belt use in the five most populous boroughs currently stands at 94.9 percent for Anchorage, 93.5 percent for Fairbanks, 85.1 for Mat-Su, 85 for Kenai, and 81.5 for Juneau. Usage rates have generally trended up in all boroughs over the years with the exception of Juneau which has been trending down from 90 percent in 2015.

Increasing seat belt and child restraint use is the simplest and most effective way to reduce serious injury and death in the event of a motor vehicle crash. Alaskan children under seven years of age and less than 64 pounds or 57 inches tall must be restrained in a child safety seat or booster seat when riding in a motor vehicle. Seat belts are required for all other motor vehicle occupants. Failure to comply with Alaska’s occupant protection statutes is a primary offense and carries a \$50 fine plus points.

Despite this mandate, 22 (33 percent) of the motor vehicle occupants killed in crashes in 2019 and 14 (22 percent) in 2020 were unrestrained. An analysis of crashes between 2011 and 2020 finds that 203 of fatalities on Alaska’s roadways were unrestrained. (Figure 3.8).

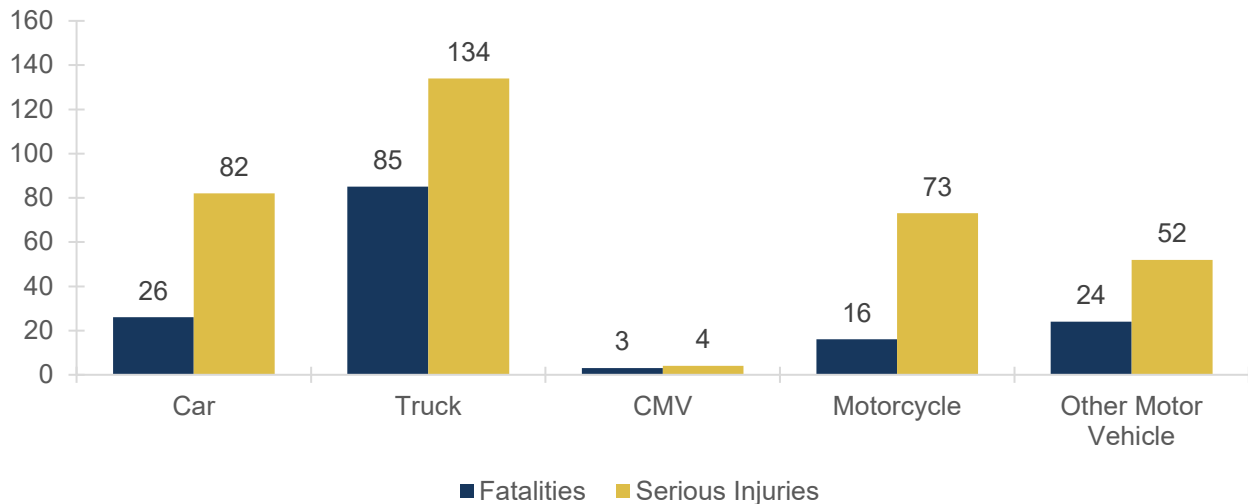
Figure 3.8 Unrestrained Passenger Vehicle Occupant Fatalities



Source/Date Accessed: FARS, March 2022.

Unrestrained fatalities were highest among light trucks, accounting for 85 fatalities between 2015 and 2019. Passenger cars had the next highest number of unrestrained fatalities (26). Unrestrained serious injuries were highest among light trucks (134) and passenger cars (82), with an additional 73 unhelmeted serious injuries on motorcycles between 2015 and 2019 (Figure 3.9).

Figure 3.9 Unrestrained Fatalities and Serious Injuries by Vehicle Type

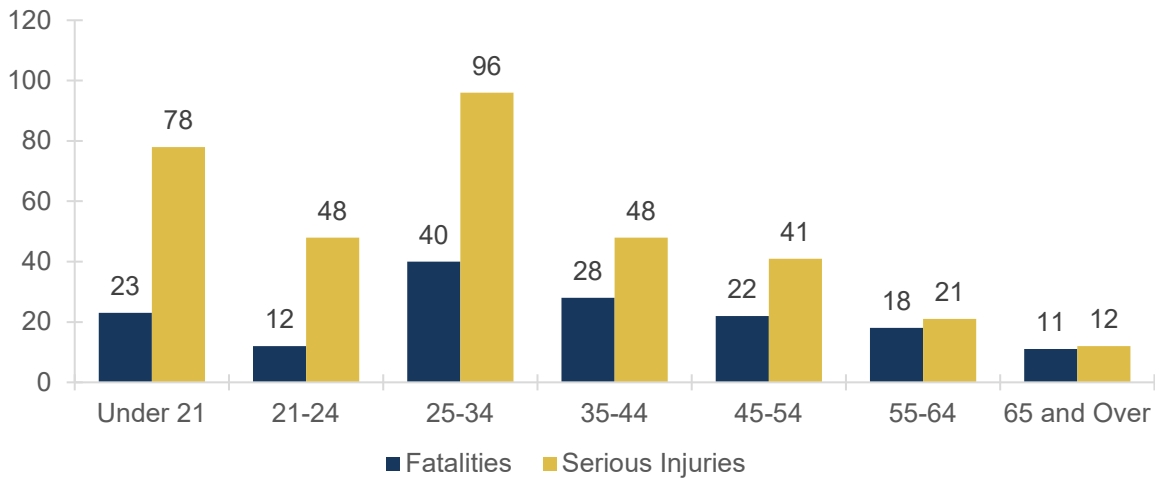


Source/Date Accessed: Alaska CARE and FARS, March 2022.

Note: Serious injury and fatality data are from 2015 to 2019. At time of reporting, unrestrained serious injury data was not available for 2020.

Motor vehicle occupants between 25 and 34 years of age are less likely to wear seat belts and accounted for 26 percent of all of unrestrained fatalities and 28 percent of all unrestrained serious injuries between 2015 and 2019, as seen in Figure 3.10.

Figure 3.10 Unrestrained Fatalities by Age Group



Source/Date Accessed: Alaska CARE and FARS, March 2022.

Note: Serious injury and fatality data are from 2015 to 2019. At time of reporting, unrestrained serious injury data was not available for 2020.

Performance Targets

1. Reduce unrestrained passenger vehicle occupant fatalities, all seat positions by 5 percent from 22 (2016-2020 rolling average) to 21 (2019-2023 rolling average) by 2023.
2. Increased observed seat belt use for passenger vehicles, front seat outboard occupants from 2021 rate of 91.7 percent to 93 percent by 2023.

Countermeasure Strategies

Proper and consistent use of seat belts and child safety seats is known to be the single most effective protection against death and a mitigating factor in the severity of traffic crashes. The AHSO remains committed to improving the seat belt use rate. AHSO's goal is to increase the observed seat belt use to 93 percent by the end of the year in 2023.

The AHSO convened a multidisciplinary Occupant Protection Task Force (OPTF) in 2013 to review data, proven countermeasures, and best practices. Based, in part, on recommendations from a NHTSA occupant protection assessment conducted in 2013, the task force developed a comprehensive Occupant Protection Strategic Plan to reduce injuries and fatalities by increasing seat belt and child restraint use. This multi-year plan is reviewed by the task force annually, with changes made as needed. This comprehensive approach utilizes city, borough, and state law enforcement agencies, community partners, and the media to implement the plan. Statewide coordination by the AHSO's Occupant Protection Coordinators keep the implementation on track. The assessment provided several recommendations, including the development of an Occupant

Protection Strategic Plan, a survey to determine seat belt use policies at law enforcement agencies, high-visibility enforcement coordination, additional focus on high-risk populations with lower than average Child Passenger Safety (CPS) usage (e.g., Alaska's Native population), increasing communication and outreach coordination, strengthening occupant protection programs for children, and increased use of electronic crash and citation data for evaluation needs. Following are the plan's strategies and actions steps (AS):

Strategy 1: Continue high-visibility enforcement (Click It or Ticket) programs and stress occupant protection in all standard enforcement activities.

- AS 1.1: Collect data on when and where unrestrained fatalities and serious injuries occur and conduct high-visibility enforcement campaigns when and where occupant protection crashes are highest.
- AS 1.2: Provide more direction and information to law enforcement agencies through the law enforcement liaisons and provide guidance and expectations in written and verbal (webinar) formats.
- AS 1.3: Conduct a pilot project on seat belt enforcement based on times of day when unrestrained fatalities and injuries are occurring to overcome supervisor concerns and utilize spotters to identify violators.
- AS 1.4: Ensure law enforcement agencies receive the results of the Alaska Occupant Protection Use Survey.
- AS 1.5: Target enforcement at groups that have low seat belt use rates.
- AS 1.6: Distribute the Injury Prevention Center reference guide on child passenger safety to law enforcement statewide, particularly those in rural areas.

Strategy 2: Conduct education and awareness efforts to promote the importance and need for occupant protection.

- AS 2.1: Utilize the Occupant Protection Task Force as a way to promote sharing of occupant protection problems between stakeholders and law enforcement agencies.
- AS 2.2: Standardize occupant restraint messages for all ages and coordinate their use throughout the State.
- AS 2.3: Work with media outlets to encourage them to report lack of occupant protection when reporting on traffic crashes when information is available from the police report.
- AS 2.4: Increase earned media by reaching out to businesses and requesting them to help display messages and signage during high-visibility enforcement campaigns.
- AS 2.5: Develop a communications plan.
- AS 2.6: Determine demand and needs for an annual occupant protection workshop.
- AS 2.7: Conduct traffic safety programs in high schools that address occupant protection.
- AS 2.8: Establish a speaker's bureau as a resource for the media and speaking requests.

Strategy 3: Continue and expand child passenger safety programs.

- AS 3.1: Work with the Injury Prevention Group from the Alaska Native Tribe Health Consortium (ANTHC) to encourage people to use child safety seats and emphasize occupant protection education to families traveling to regional and state hubs.
- AS 3.2: Partner and share data from the Trauma Registry on child incidents involving off-highway vehicles operating on public roads with agencies servicing rural Alaska.
- AS 3.3: Increase booster seat use through seat checks, consultations, and outreach opportunities with special emphasis on Stage 3 use.
- AS 3.4: Determine the need for additional child passenger safety technicians or for law enforcement training on child passenger safety.

Strategy 4: Provide data on occupant protection.

- AS 4.1: Identify sources of occupant protection data and make it accessible to stakeholders, i.e., Trauma Registry, crash data, etc.
- AS 4.2: Determine the cost of occupant protection crashes and promote the information through education and outreach efforts.

Strategy 5: Pursue statutory or regulatory changes which encourage occupant restraint use.

- AS 5.1: Explore options to reduce fines or other punishments for child passenger safety violators who take action to properly restrain their children via a court diversion program, i.e., receive a certificate for attending a CPS class to show to a judge who has the option to waive the citation fee and/or the points associated with the citation.
- AS 5.2: Investigate ways to overturn the law that allows passengers to ride on the floorboards of vehicles.

The AHSO will continue to partner with law enforcement, nationally certified child passenger safety technicians, hospitals, and injury prevention organizations to ensure all motor vehicle occupants regardless of seating position, vehicle type, and age are properly restrained as outlined in the state’s Occupant Protection Strategic Plan. The Occupant Protection Strategic Plan as well as stakeholders from the Occupant Protection Task Force informed the following funding decisions for FFY 2023.

Short-Term, High Visibility Seat Belt Law Enforcement

Alaska’s integrated evidence-based traffic safety enforcement methodology also will be used for enforcement of occupant restraint laws. In FFY 2023, each law enforcement partner will be encouraged to arrange at least one seat belt enforcement activity in each of their areas every month. Some nighttime enforcement will be encouraged, although the amount of available daylight will be impacted by the season; however, the enforcement activities will be conducted primarily during daylight hours and in high crash location areas. Enforcement activities will be focused on roadways with identified low seat belt use rates, as determined by Alaska’s annual Occupant Protection Use Survey (OPUS). The AHSO coordinates the efforts of all Alaska law enforcement partners covering 100 percent of the state. Approved examples of “High Visibility Enforcement Activities” are:

- **Directed Patrols.** Officers will patrol areas identified as low seat belt use rate areas as determined by the annual Occupant Protection Use Survey (e.g., Fairbanks and Juneau). Since many of the low use rate areas have historically been in rural parts of the state, agencies will target rural areas, particularly those that contain an official seat belt survey site. Patrol sites will also include areas near high schools and at locations near movie theaters, shopping areas, and other areas where teenagers typically congregate, and during times they would most likely be traveling to and from these locations.
- **Saturation Patrols.** Enforcement patrols will saturate identified high motor vehicle crash areas. Crash data will provide this information and help pinpoint overrepresented crash locations involving teenagers, pick-up trucks, and rural areas. In addition, the patrols will be well advertised in the local media.
- **Participation in the Click It or Ticket (CIOT) Mobilization in May.** Alaska’s CIOT enforcement campaign will run in conjunction with the National CIOT Mobilization scheduled for May 2023. Funds will be granted to law enforcement agencies based on a pre-developed enforcement plan. It is anticipated that the following agencies will participate in the 2023 CIOT Mobilization:

FY 2023 Click It Or Ticket Mobilization Agencies

Alaska State Troopers	Juneau P.D.	Kenai P.D.
Anchorage P.D.	Haines P.D.	Soldotna P.D.
Wasilla P.D.	Whittier P.D.	Palmer P.D.

Enforcement activities will occur on a daily basis, during all daylight hours, and possibly at night in some areas. The AST will be primarily responsible for patrolling roadways outside of the city and borough jurisdictions and in rural areas where law enforcement agencies are unable to participate due to low staffing levels. Participating agencies will be encouraged to conduct earned media activities and participate in educational events.

The Click It or Ticket campaign is a key component of AHSO's Communication plan which will support Alaska's participation in the national CIOT high-visibility enforcement (HVE) mobilization. Consistent with NHTSA communications best practices, wherever possible, plan objectives will include both high-visibility messages and tactics, as well as social norming messages and tactics. HVE efforts like Click It or Ticket are the campaign "brand" and are promoted at specific times of the year to coincide with national advertising and local enforcement for maximum impact, optimizing paid media. The AHSO Communication contractor will support Alaska's participation in CIOT by providing creative and placing media buys during the campaign targeted to reach key demographic groups. Alaska's Statewide CPS Coordinator and co-coordinator will also participate in CIOT events and earned media opportunities and other subgrantees will be encouraged to participate in local events and support the campaign through social media.

- **Participation in additional enforcement waves** at other times of the year (e.g., National Child Passenger Safety Week, high school prom and graduation season).
- **Conduct seat belt enforcement during all routine enforcement efforts** (enforcement of traffic laws pertaining to seatbelt use, impairment, and speeding, etc.).

Written seat belt use policies will be required for all law enforcement agencies receiving Federal Highway Safety funds. These policies must be written and outline sanctions for non-compliance.

The statewide LEL and AHSO representative will request letters of support from the Alaska Association of Chiefs of Police, Alaska State Troopers, and the Alaska Peace Officers Association. Recognizing that motor vehicle crashes are responsible for the greatest number of police officer deaths nationwide, AHSO will deploy the statewide LEL to work with the Alaska Association of Chiefs of Police and Alaska State Troopers to ensure all patrol officers are properly restrained. Emphasis will be placed on developing written seat belt use policies which include sanctions for noncompliance.

As discussed in Section 1.0 Highway Safety Planning Process, Alaska utilizes data driven decision-making to select, assess, and monitor projects that in combination with the totality of our safety planning will lead to safer roadways. Alaska's High Visibility Enforcement occupant protection countermeasure strategy is evidence-based and begins with an analysis of relevant data to inform problem identification, with deployment of proven countermeasures targeted at the problems identified during this analysis. The State's seat belt-related enforcement activities will be focused on roadways with identified low seat belt use rates, as determined by Alaska's annual OPUS. Continuous follow up will be conducted and necessary adjustments made to programs and projects as warranted. The AHSO uses input collected throughout the year from planning partners identified in the Highway Safety Planning Process section and the *Countermeasures That Work (CTW): A Highway Safety Countermeasure Guide for State Highway Safety Offices*, Tenth Edition, 2020 in the selection of effective, evidence-based countermeasure strategies for the FFY 2023 Occupant Protection program area. Alaska's integrated evidence-based traffic safety enforcement methodology will again use a hybrid between integrated enforcement and saturation patrols; both of which can be found in CTW. By using these evidence-based selection strategies as an occupant protection strategy, the likelihood of reaching Alaska's performance targets increases. Enforcement efforts for nonrestraint use, impaired driving, and speeding are based on

available data and focused on problem locations. In addition, after enforcement waves are completed, crash reduction data is analyzed to understand enforcement's effectiveness and enhance future campaigns.

The proven countermeasure strategy of high visibility enforcement, combined with high-visibility and social norming messages and tactics, is the cornerstone of AHSO's occupant protection countermeasures. The primary purpose of publicized highly visible enforcement is to encourage non-users to buckle up by increasing the perceived risk of receiving a ticket. To do this, saturation patrols will be publicized extensively and conducted regularly, as part of an ongoing saturation patrol program. The CDC's systematic review of 15 high-quality studies (Dinh-Zarr et al., 2001; Shults et al., 2004) found that short-term, high-visibility enforcement programs increased belt use by about 16 percentage points, with greater gains when pre-program belt use was lower. The CDC's systematic review also observed that short-term, high-visibility enforcement campaigns increased belt use more among traditionally lower-belt-use groups, including young drivers, rural drivers, males, African Americans, and Hispanics (Shults et al., 2004). Effective, high-visibility communications and outreach are an essential part of successful seat belt law high-visibility enforcement programs (Solomon et al., 2003).

Additionally, Nichols and Ledingham (2008) conducted a review of the impact of enforcement, as well as legislation and sanctions, on seat belt use over the two preceding decades and concluded that sustained enforcement (implemented as a component of regular patrols or as special patrols) is as effective as "blitz" enforcement (short-term, high-visibility enforcement) and unlike blitz campaigns, is not usually associated with abrupt drops in belt use after program completion.

Evidence of Effectiveness: CTW, Chapter 2, Sections 2.1, 2.3 and 3.1

The AHSO estimates that approximately \$175,000 in 402 funds will be expended for high visibility occupant protection enforcement and \$200,000 in 402 funds will be expended for paid media in FFY 2023. An additional \$40,000 in 405b funds will be expended to conduct the Occupant Protection Use Survey (OPUS) which is required by NHTSA.

Child Restraint System Inspection Stations

The AHSO oversees implementation of the State's Occupant Protection Strategic Plan with the assistance of the State CPS Coordinator and Assistant State Coordinator who oversee and support CPS activities. Working with nationally certified Child Passenger Safety Technicians statewide, AHSO will promote the proper use of child restraints through child passenger safety seat checks and check-up events held in local communities across the state and at designated inspection stations. These activities will be posted on [Car Seats Alaska](#) and promoted via press releases and community outreach. Particular emphasis will be given to educating underserved and indigent (high-risk) populations that typically do not have access to car and booster seats. Both education and age/weight/height appropriate seats will be provided to families as needed.

CPS Technicians will distribute information on the importance and use of child restraints through community clinics, health practitioners, and hospitals. Additionally, the statewide CPS Coordinator and Assistant State Coordinator will plan, implement, and promote a coordinated CPS event in support of National Child Passenger Safety Week/Seat Check Saturday in September that focuses on both car and booster seats. Alaska's permanent inspection stations will be key sites for this coordinated event.

The state's present active network of fitting stations, including whether they service rural or urban areas of the state, are identified in Table 3.1 below. Most fitting stations provide services for at-risk and low-income populations. These fitting stations are expected to service the state in FFY 2023. The AHSO CPS Coordinator

will support other locations where seat checks can be conducted as needed to ensure statewide coverage continues. The AHSO will also support technician certification, re-certification and instructor certification via in-state conferences and technician certification courses.

Table 3.1 Alaska FFY 2022 Child Restraint Inspection Stations

Name	City	Notes	Rural or Urban
Alaska Injury Prevention Center DBA Center for Safe Alaskans ¹	Anchorage	By appointment only. NHTSA Training Resource. Special Needs Transportation Resource	Urban ¹
Anchorage Fire Department	Anchorage	By appointment only. AFD has 13 Inspection Stations.	Urban
Safe Kids Alaska State Coalition Coordinator Providence Alaska Medical Center ¹	Anchorage	By appointment only. Special Needs Transportation Instructor.	Urban
Native Village of Eyak	Cordova	By appointment only.	Rural
Craig Tribal Association	Craig	By appointment only.	Rural
Eielson AFB and Emergency Services	Eielson AFB	By appointment only.	Rural
Ester Volunteer Fire Department	Ester	By appointment only.	Rural
The Fairbanks Safe Rider Program ¹	Fairbanks	By appointment only. Special Needs Transportation.	Rural
Sprout Family Services	Homer	By appointment only.	Rural
Bartlett Regional Hospital	Juneau	By appointment only.	Rural
Juneau Police Department, Safe Kids Alaska CPS Program ¹	Juneau	By appointment only.	Rural
SEARHC Juneau	Juneau	By appointment only.	Rural
Kenai Fire Department	Kenai	By appointment only.	Rural
City of Nikiski	Kenai	By appointment only.	Rural
Ketchikan Fire Department Safe Kids Alaska CPS Program	Ketchikan	By appointment only.	Rural
Kodiak Bayside Fire Station Safe Kids Alaska CPS Program	Kodiak	By appointment only.	Rural
Nome Community Center	Nome	By appointment only.	Rural
Seward Providence Mountain Haven	Seward	By appointment only.	Rural
SEARHC Sitka	Sitka	By appointment only.	Rural
Central Emergency Services	Soldotna	By appointment only.	Rural
Safe Kids Kenai Peninsula ¹	Soldotna	By appointment only. Checks conducted at Central Peninsula Hospital	Rural
Matsu Services for Children and Adults, Safe Kids Matsu ¹	Wasilla	By appointment only.	Rural
Ft. Wainwright Fire Department	Fairbanks	By appointment only.	Rural

¹ Denotes the station provides a Special Needs Transportation Resource.

The statewide CPS Coordinator and Assistant Statewide Coordinator will determine the current level and geographic distribution of certified CPS technicians in Alaska, monitor the state’s recertification rate, and schedule technician trainings. AHSO will provide funding for new technician certification training and technician recertification. Particular emphasis will be given to ensuring that there are certified technicians in remote communities. The anticipated number of CPS technician courses for FFY 2023, their location, and estimated number of participants is shown in Table 3.2. Given current conditions, the statewide CPS Coordinator anticipates these courses will ensure Alaska will have the needed number of technicians to maintain required coverage at the state’s fitting stations and planned events.

Table 3.2 FFY 2023 Child Passenger Safety Technician Courses

Course Location	Number of Courses	Estimated Number of Participants
Anchorage	3	30
Fairbanks	1	10
Palmer/Wasilla	1	10
Soldotna	2	10
Total	7	60

The statewide CPS Coordinator will also collect, analyze, and report car seat check data to ensure levels of service are being maintained, and identify common misuse problems and other critical information. The statewide CPS Coordinator will also identify and publicize other opportunities (e.g., on-line, conferences) for certified technicians to obtain continuing education through [Car Seats Alaska](#) and www.cert.safekids.org. Additionally, the statewide CPS Co-Coordinator will help further expand CPS programs into hospitals that currently do not have any type of programs.

AHSO will continue to collaborate with law enforcement and safety advocates to educate children and teens through school and community-based initiatives about the importance of belt use in preventing injuries and fatalities in the event of a crash. According to NHTSA research, teens, and young adults (ages 21 to 29), have the lowest belt use rates of any age group. Law enforcement will be encouraged to conduct seat belt patrols and checkpoints in and near high schools and other locations typically frequented by these two groups.

In addition, motor vehicle crashes are the second leading cause of serious injury to Alaskans aged 55 and over (Alaska Trauma Registry, 2016). According to the Centers for Disease Control and Prevention, the risk of being injured or killed in a motor vehicle crash increases with age. Alaska’s Occupant Protection Program Assessment recommended outreach be made to drivers aged 55 and older. Older drivers are more likely to be killed or seriously injured when a crash does occur due to their greater fragility. Age also brings changes to vision, cognition, flexibility, and speed of reflexes. Concurrently, Alaska’s Strategic Highway Safety Plan reports an increase of 51 percent between 2015 and 2016 in serious injuries to older drivers and points out the need for greater efforts around this area.

Proper restraint, both seat belts and child restraints, also will be addressed through earned and paid media disseminated by AHSO and its law enforcement and injury prevention partners (the latter will be provided press release templates for use in promoting the lifesaving value of seat belts and child restraints). Occupant protection messaging will be prominent during late May and early June to support the national Click It or Ticket mobilization, throughout the summer when many visitors travel to and around Alaska, during National Child Passenger Safety Week in September, and at other times during the year. Particular emphasis will be given

to developing messages targeted to males, pick-up truck drivers and young adults, demographics identified by AHSO and NHTSA research as having low seat belt use rates.

AHSO also will provide funding for a contractor to conduct the statewide OPUS of seat belt use by front seat occupants riding in passenger vehicles. The survey will comply with the observation methodology adopted by NHTSA and include an observation of at least 25,000 motor vehicle occupants in boroughs accounting for 85 percent of the state's passenger vehicle crash-related fatalities.

Alaska utilizes data driven decision-making to select, assess, and monitor projects that in combination with the totality of our safety planning will lead to safer roadways. To provide the maximum impact and likelihood for increasing restraint use, the AHSO provides leadership, training, and technical assistance to other state agencies, law enforcement agencies, and to local occupant protection projects. The AHSO conducts problem identification to identify the areas and populations with the highest rate of unrestrained fatalities and lowest usage rates. Alaska's CPS program is comprehensive in its geographic coverage, reach to high-risk populations, engagement with safety partners and advocates who implement evidence-based countermeasures, and the funding support to ensure success. The AHSO uses input collected throughout the year from planning partners identified in the Highway Safety Planning Process section and the *Countermeasures That Work (CTW): A Highway Safety Countermeasure Guide for State Highway Safety Offices*, Tenth Edition, 2020 in the selection of effective, evidence-based countermeasure strategies for the FFY 2023 occupant protection program area. Whenever possible the most effective proven strategies, such as those with two stars or greater, are selected and implemented. By using these evidence-based occupant protection strategies, the likelihood of reaching Alaska's performance targets of reducing unrestrained fatalities and increasing seat belt use increases.

The planned performance target to reduce the number of unrestrained fatalities in all seating positions includes children in child restraints. The misuse of child restraints has been a concern for many years. A number of programs have been implemented to provide parents and other caregivers with "hands-on" assistance with the installation and use of child restraints in an effort to combat widespread misuse. Child passenger safety (CPS) inspection stations are places or events where parents and caregivers can receive this assistance from certified CPS technicians.

One study found that inspection stations held at car dealerships, hospitals, retail outlets and other community locations positively changed parents' behavior and increased their knowledge over a 6-week follow-up period: children arriving at the second event were restrained more safely and more appropriately than they were at the first (Dukehart, Walker, Lococo, Decina, & Staplin, 2007).

Evidence of Effectiveness: CTW, Chapter 2: Sections 5.1, 6.1, 6.2, 7.1, and 7.2

The AHSO anticipates approximately \$311,355.00 in 405b and \$203,304.00 in 402 funds will be expended on the statewide Child Passenger Safety Program in FFY 2023. The AHSO also anticipated approximately \$56,600.00 in 402 funds will be expended for education and outreach to older drivers in FFY 2023.

Alaska's Occupant Protection Task Force (OPTF) has met quarterly since being established in 2013. The OPTF met in the fall of 2019 to review progress on implementation of Alaska's Occupant Protection Strategic Plan. The strategies and action steps from the Occupant Protection Strategic Plan informed the decision to fund the following projects for FFY 2023.

Planned Activities/Projects Description

The following planned activities will support these countermeasures in FFY 2023:

- Occupant Protection HVE (OP-1)
- Community CPS (OP-2)
- OP/CPS Training (OP-4)
- Occupant Protection Evaluation (OP-5)
- Safe Communities Activities (SC-1)
- Public Education (PE-3)

Target: 1 and 2

Planned Activity: Occupant Protection HVE, OP-1

Project Title: Statewide Click It or Ticket Mobilization and State Blitzes

Project Number: 402 PT-23-06-BL (A)

Description: The AHSO will provide grants to AST and local law enforcement agencies to conduct seat belt enforcement activity in their jurisdictions. The AST, in collaboration with local law enforcement agencies (Anchorage, Dillingham, Haines, Juneau, Kenai, Soldotna, Wasilla and Whittier Police Departments), will conduct high-visibility overtime enforcement during the Click It or Ticket mobilization and state blitzes through directed and saturation patrols, and seat belt informational checkpoints. Enforcement will focus on roadways with identified low seat belt use rates as determined by crash data and Alaska's annual Observational Survey of Seatbelt Use and Occupant Protection Use Survey. Participating agencies also will conduct earned media activities and participate in education events.

Budget/Funding Source: \$175,000 Section 402

Eligible Use of Funds: NHTSA 402PT (BIL)

Match: \$0

Local Benefit: \$0

Evidence of Effectiveness: CTW, Chapter 2, Section 2.1

Target: 1

Planned Activity: Community CPS, OP-2

Project Title: Safe Kids Kenai Peninsula Child Passenger Safety Program

Project Number: 405b M1X-23-04-FA(A)

Description: Safe Kids (SK) Kenai Peninsula will support the CPS component of the state's Occupant Protection Strategic Plan. SK Kenai will coordinate community events to distribute 80 child passenger safety devices to families at risk and in need, perform 500 car seat checks at seven community checkup events, and increase education and awareness to 900 children and 1,500 adults. SK Kenai will also serve as a mentor to fire and EMS departments, and will coordinate, train, support certification, and mentor CPS technicians in the region. This project will implement a child passenger safety media campaign on social media through the Central Peninsula Hospital.

Grantee: Kenai Peninsula Hospital

Budget/Funding Source: \$38,868.00 Section 405b **Eligible Use of Funds:** 405b High Child Restraint (FAST)

Match: \$10,216.96 **Local Benefit:** \$0

Evidence of Effectiveness: CTW, Chapter 2, Section 7.1

Target: 1

Planned Activity: Community CPS, OP-2

Project Title: Fairbanks Safe Rider Program

Project Number: 405b M1X-23-04-FA (C)

Description: In support of the CPS component of the state's Occupant Protection Strategic Plan, the Fairbanks Safe Rider Program will host CPS events (e.g., car seat check events, inspections, seat distribution), support existing and develop additional child safety seat fitting stations, provide CPS education at community events, and implement earned media opportunities to educate the public. Specific goals are to conduct community educational events, provide CPS education to 812 new parents/caregivers, conduct 75 car seat fittings through hospital rounds and fitting stations, and conduct 248 car seat checks. The program will coordinate, train, support certification, and mentor CPS technicians in the region. The program's CPS Technician will team with local law enforcement and participate in Click It or Ticket mobilization by providing assistance to motorists with improperly or unrestrained children.

Grantee: Fairbanks Memorial Hospital

Budget/Funding Source: \$129,324.00 Section 405b **Eligible Use of Funds:** 405b High Child Restraint (FAST)

Match: \$80,334 **Local Benefit:** \$0

Evidence of Effectiveness: CTW, Chapter 2, Sections 6.2 and 7.2

Target: 1

Planned Activity: Community CPS, OP-2

Project Title: Mat-Su Child Passenger Safety Program

Project Number: 405b M1X-23-04-FA(D)

Description: In support of the CPS component of the state's Occupant Protection Strategic Plan, the Mat-Su Child Passenger Safety Program will coordinate and mentor CPS technicians in the region, conduct community car seat safety checks at least once a month, host and partner with schools and other agencies on CPS events (e.g., car seat check events, inspections, seat distribution), distribute CPS brochures and calendars of seat checks, provide CPS education to parents and family members at the Mat-Su Medical Center Birthing Center and community events, reach out to and track foster parents attending seat check events, and implement earned media opportunities to educate the public.

Grantee: Mat-Su Services for Children & Adults

Budget/Funding Source: \$23,163.00 Section 405b **Eligible Use of Funds:** 405b High Child Restraint (FAST)

Match: \$21,152 **Local Benefit:** \$0

Evidence of Effectiveness: CTW, Chapter 2, Sections 6.2 and 7.2

Target: 1

Planned Activity: Community CPS, OP-2

Project Title: Statewide CPS Coordinator and Co-Coordinator

Project Number: 405b M1X-23-04-BL(A) and (B)

Description: This project will support activities of the statewide CPS Coordinator and Co-Coordinator who will function as an extension of the AHSO. The Coordinators serve as the point of contact for the CPS community and activities in the state. They maintain the CPS databases (e.g., technician, instructor, training, and child restraint inspection station); schedule training and monitor recertification and distribution of technicians and instructors; publicize a calendar of statewide training, activities, and injury prevention programs; collect and analyze car seat check data; and ensure the CPS content on the AHSO website is accurate and up-to-date. They also help plan and implement a statewide event to support the National CPS Awareness Week and collaborate with the AHSO and law enforcement to ensure technicians are invited to participate in enforcement mobilizations such as Click It Or Ticket.

Grantee: DBA Center for Safe Alaskans (AIPC) and Fairbanks Memorial Hospital

Budget/Funding Source: \$40,000 (each) Section 405b **Eligible Use of Funds:** 405b High Community CPS Services (BIL)

Match: \$0 **Local Benefit:** \$0

Evidence of Effectiveness: CTW, Chapter 2, Sections 6.2 and 7.2

Target: 1 and 2

Planned Activity: Public Education, PE-3

Project Title: Educational Traffic Safety Media Buys (Occupant Protection)

Project Number: 402 PM-23-25-BL(B)

Description: This project funds the media buys on behalf of the AHSO to assist in fulfillment of its goals for the HSP and SHSP to improve occupant protection in the state. Paid advertising can be a critical part of the media strategy. Paid advertising brings with it the ability to control message content, timing, placement, and repetition. Funding will also help to support the national Click It or Ticket campaign.

Grantee: Media Agency

Budget/Funding Source: \$200,000, Section 402

Eligible Use of Funds: NHTSA 402 PM (BIL)

Match: \$0

Local Benefit: \$200,000

Evidence of Effectiveness: CTW, Chapter 2, Section 2, and Section 3.1

Target: 2

Planned Activity: Occupant Protection Evaluation, OP-2

Project Title: Occupant Protection Use Survey (OPUS)

Project Number: 405b M1X-23-04-FA (B)

Description: The state is required to evaluate the impact of its programs aimed at increasing seat belt use. Alaska's seat belt use observational survey was redesigned in FFY 2022 and approved by NHTSA. The design allows the capture of demographic data to assist in targeting the occupant protection programs and measuring performance. The survey will be completed two times during the year to evaluate progress and to report a statewide use rate. A complete survey report will be generated. The survey cost includes collection, entry, and analysis and report writing.

Grantee: AIPC, DBA Center for Safe Alaskans

Budget/Funding Source: \$40,000 Section 405b

Eligible Use of Funds: 405b FAST

Match: \$0

Local Benefit: \$0

Evidence of Effectiveness: N/A

Target: 1

Planned Activity: Safe Communities Activities, SC-1

Project Title: FFY2023 Older Drivers (CarFit)

Project Number: 402 SA-23-19-BL(C)

Description: This project will fund training of an additional staff member and an occupational therapist as CarFit Technicians; maintain a permanent older driver fitting station; provide eight CarFit check events; distribute adult driver safety educational cards; lead the statewide Older Adult Driver Emphasis Area Team; and develop a social media education campaign. Information about each CarFit check will be collected and used to track the number of seniors assisted as well as motor vehicle changes recommended, and changes actually made. In addition, pre- and post-evaluations of all participants will be conducted to measure change in knowledge and behaviors related to car safety.

Grantee: AIPC, DBA Center for Safe Alaskans

Budget/Funding Source: \$56,600.00 Section 402

Eligible Use of Funds: NHTSA 402 SA (BIL)

Match: \$5,000

Local Benefit: \$56,600.00

Evidence of Effectiveness: CTW, 6.5; Chapter 2, Section 3.2; Section 3.1; Chapter 7, Section 1

Target: 1

Planned Activity: Safe Communities Activities, SC-1

Project Title: FFY 2023 AHSO Alaska Child Passenger Safety (CPS)

Project Number: 402 SA-23-19-BL(B)

Description: The Center for Safe Alaskan's CPS program is evidence based and focused on education programs for target low seat belt (car seat and booster seat) users. This project will fund distribution of 200 car and booster seats and CPS education at fitting station and events to families in financial need; 400 car seat checks at full time permanent inspection/fitting station and events; four Public CPS checkup events; 24 CPS educational presentations at health and safety events and virtually; and participation in at least four CPS Technician certification trainings. Industry support will include supporting recertification of technicians and instructors, mentoring professionals, and supporting high visibility enforcement campaigns. Safe Alaskans will also evaluate program effectiveness, with a special emphasis on diversity, equity, and inclusion.

Grantee: AIPC, DBA Center for Safe Alaskans

Budget/Funding Source: \$203,304.00 Section 402

Eligible Use of Funds: NHTSA 402 SA (BIL)

Match: \$13,500

Local Benefit: \$203,304

Evidence of Effectiveness: CTW, Chapter 2, Section 3.2; Section 3.1

Planned Activity: PE-3

Project Title: Educational Traffic Safety Media Buys (Occupant Protection)

Project Number: 402 PM-23-25-BL(I)

Description: This project funds media and educational activities on behalf of the AHSO to assist in fulfillment of its HSP and SHSP goals to reduce unrestrained occupant related crashes. This project is designed to reach high-risk target demographics gathered for sporting events, schools, and entertainment venues located throughout the state which are not currently addressed directly in other paid media activities for occupant protection. This project addresses these individuals directly at the events with a combination of consistent and repeated messaging at the events about the dangers driving unrestrained. The Alliance team will be present at many of these events, like local schools, to provide hands on demonstrations and peer to peer social media activities to provide an immersive learning experience on the dangers of driving unrestrained. FFY 2023 planned activities for will occur at baseball games, fairs, and schools throughout the state.

A mass media campaign consists of intensive communication and outreach activities regarding occupant protection. Others promote specific behaviors such as buckling up every trip, every time, to reinforce with the public that a crash can occur at any time due to no fault of their own and being restrained is their best defense. Campaigns vary in quality, size, duration, funding, and many other ways. Effective campaigns identify a specific target audience and communications goal and develop messages and delivery methods appropriate to – and effective for – the audience and goal.

Grantee: Alliance Highway Safety

Budget/Funding Source: \$162,000, Section 402

Eligible Use of Funds: 402PM (BIL)

Match: \$0

Local Benefit: \$162,000

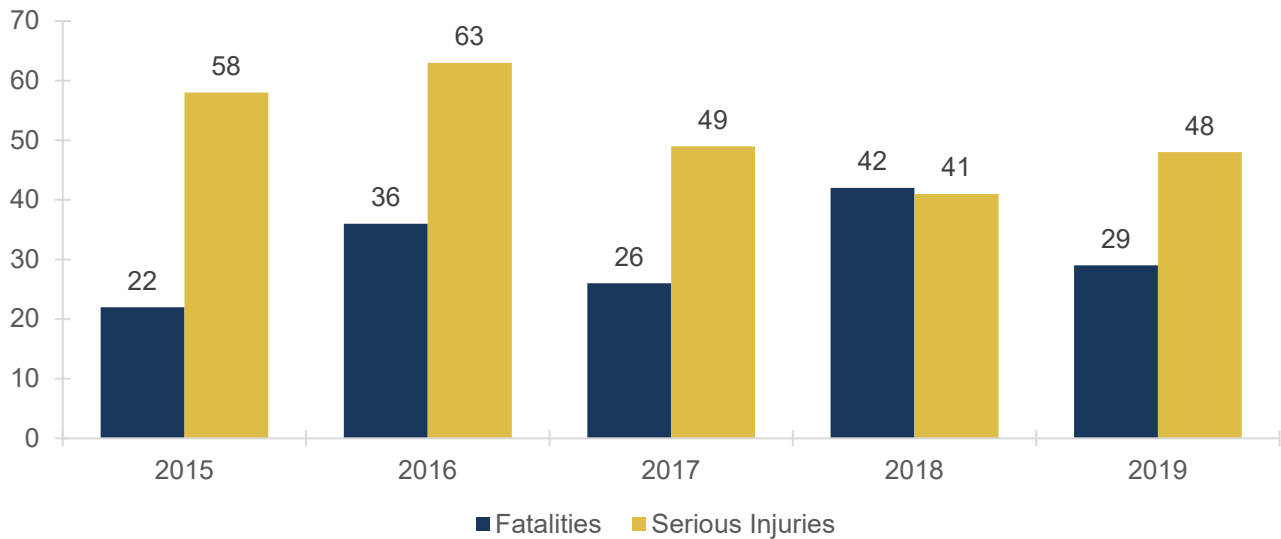
Evidence of Effectiveness: CTW, Chapter 2: Sections 3,6, and 7

3.5 Speeding Program Area

Problem Identification

Speeding consistently ranks as one of the top contributing factors in Alaska motor vehicle crashes and spiked in 2018 with 42 fatalities, which accounted for more than half of all fatalities. By 2020 the five-year moving average of speed-related crash fatalities had increased up to 31 from 20 in 2015. Of the 155 speeding related fatalities from 2015-2019, 27 percent occurred in 2018 (Figure 3.11).

Figure 3.11 Speeding-Related Fatalities and Serious Injuries

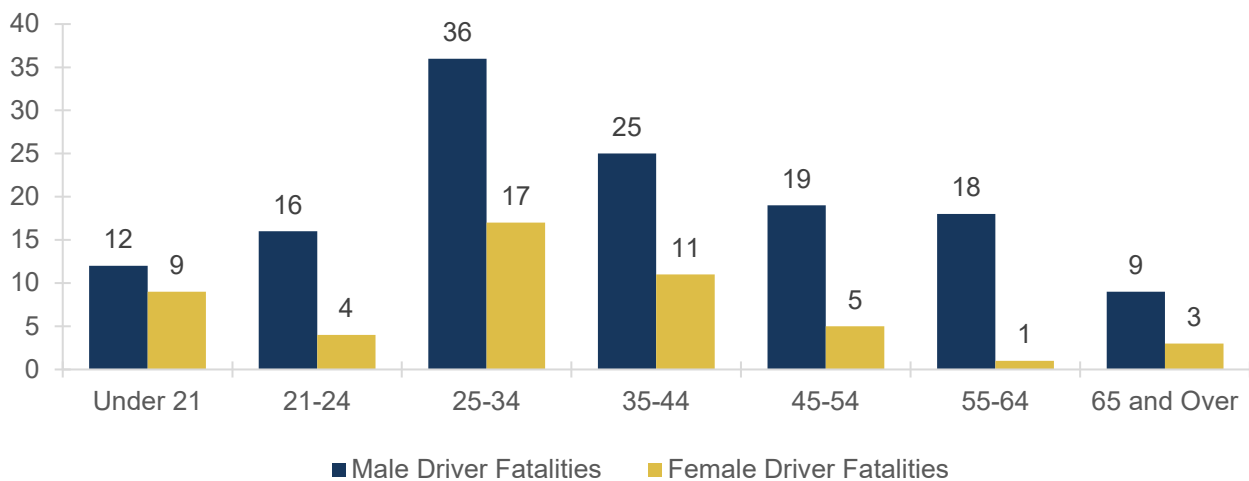


Source/Date Accessed: Alaska CARE and FARS, March 2022.

Note: Serious injury and fatality data are from 2015 to 2019. At time of reporting, speeding-related serious injury data was not available for 2020.

Male motorists 25 to 34 years of age were more likely to speed and die on Alaska’s roadways than any other age group, accounting for 26 percent of all speed-related fatalities between 2016 and 2020 (Figure 3.12). Drivers 25 to 34 years of age also accounted for the greatest number of speeding fatalities among all female drivers. The risk of being involved in a speed-related crash declines with age in Alaska and is lowest for the oldest drivers.

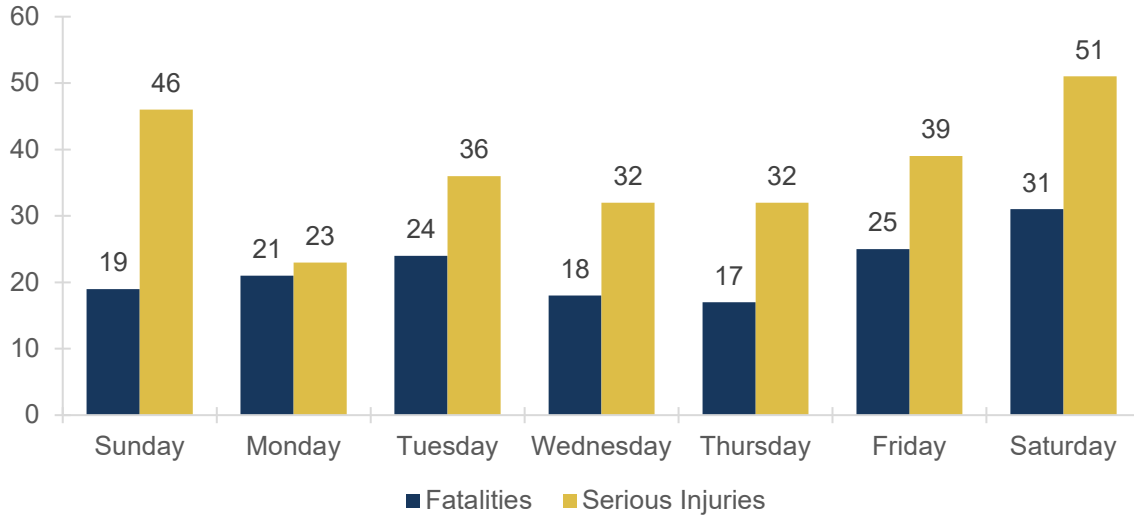
Figure 3.12 Speeding-Related Fatalities by Driver Gender and Age Group



Source/Date Accessed: FARS FIRST, March 2022.

Motorists were generally more likely to be involved in speeding-related fatal and serious injury crashes on the weekend than weekdays. Saturdays saw the most speeding-related serious injuries (51) and fatalities (31), as shown in Figure 3.13.

Figure 3.13 Speeding-Related Fatalities and Serious Injuries by Day of Week

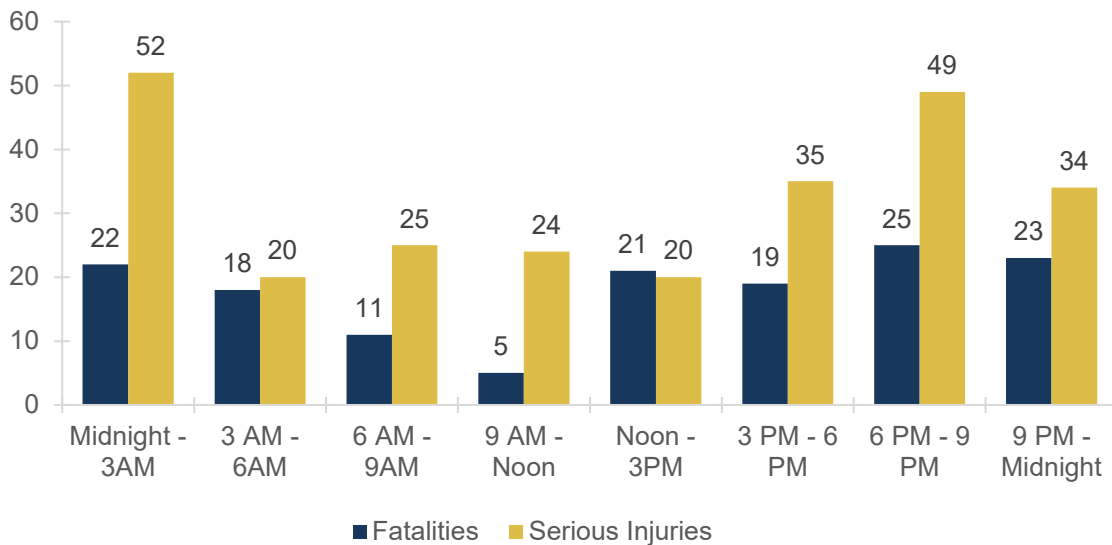


Source/Date Accessed: Alaska CARE, April 2022; FARS FIRST, March 2022.

Note: Fatality and serious injury data are 2015 to 2019. At time of reporting, speeding-related serious injury data was not available for 2020.

Between 2015 and 2019, speeding-related fatalities and serious injuries occurred most frequently between 3 p.m. and 3 a.m. (Figure 3.14).

Figure 3.14 Speeding-Related Fatalities and Serious Injuries by Time of Day

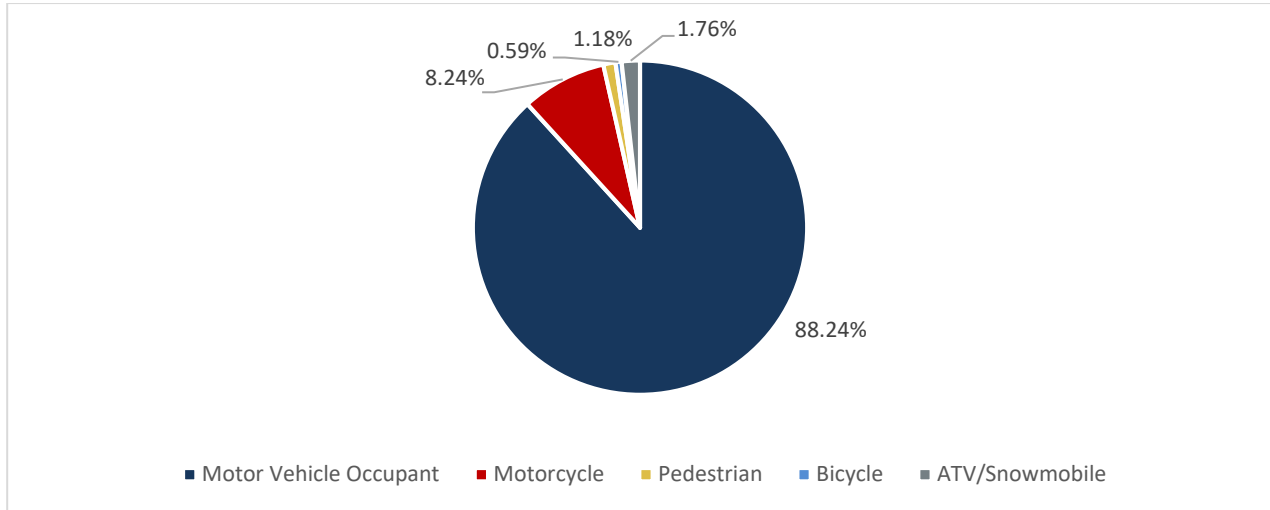


Source/Date Accessed: Alaska CARE, April 2022; FARS FIRST, March 2022.

Note: Fatality and serious injury data are 2015 to 2019. At time of reporting, speeding-related serious injury data was not available for 2020.

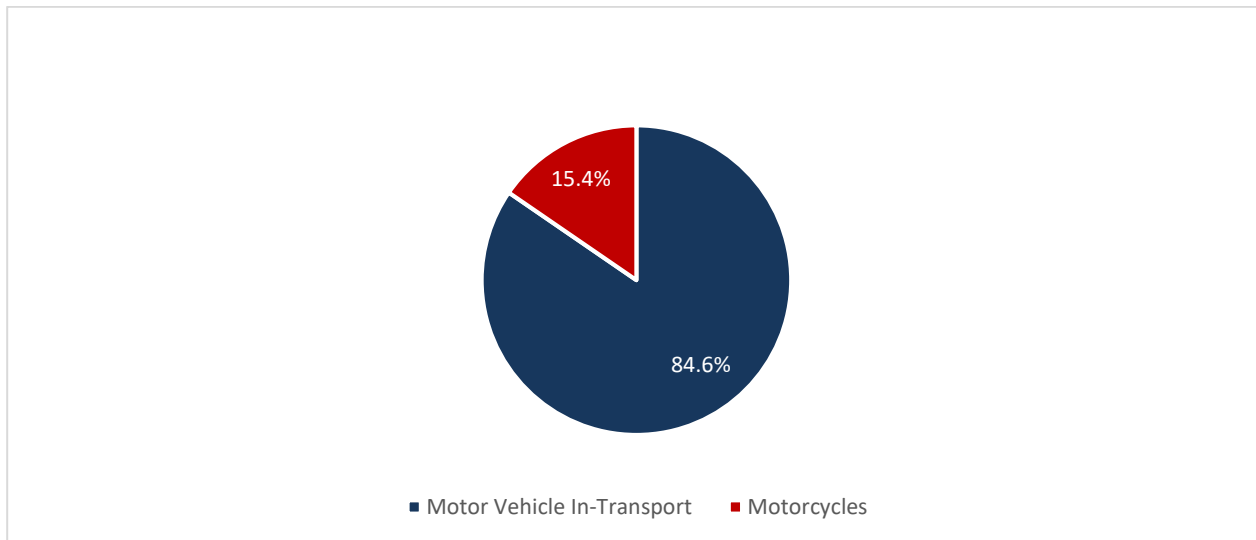
As Figure 3.15 shows, from 2016-2020 speeding related fatalities among all road users were greatest for motor vehicle occupants (88.2 percent), followed by motorcyclists (8.2 percent). Pedestrian, bicyclist, and ATV/snowmobile riders account for cumulatively less than five percent of speeding related fatalities. Motor vehicles also represented the greatest share of speeding-related serious injuries (Figure 3.16) sustained by a road user group at 85 percent, followed by motorcyclists (15 percent) from 2015-2019. No bicycles and pedestrians were reported to be involved in a speeding-related serious injury over this time.

Figure 3.15 Percent of Speeding-Related Fatalities by Roadway User



Source/Date Accessed: FARS FIRST, April 2022.

Figure 3.16 Percent of Speeding-Related Serious Injuries by Roadway User



Source/Date Accessed: Alaska CARE, April 2022.

Note: Serious injury data are 2015 to 2019. At time of reporting, speeding-related serious injury data was not available for 2020.

Performance Target

- Reduce speeding-related fatalities by 7 percent from 31 (2016-2020 rolling average) to 29 (2019-2023 rolling average) by 2023.

Countermeasure Strategies

Sustained Speed Enforcement

AHSO, in partnership with the Alaska State Troopers and local law enforcement agencies, remains committed to addressing unsafe speed on the state's roadways through enforcement and education. Particular emphasis will continue to be given to monitoring driving speeds and enforcing posted speed limits in identified problem areas and in Alaska's Safety Corridors, which have a higher incidence of crashes. Furthermore, programs to address unbelted occupants and impaired drivers may have a correlation in affecting speeding-related fatalities. Currently, the Seward, Parks, Knik/Goose Bay Road, and Sterling Highways are the four designated Safety Corridors in Alaska. The AHSO will continue focusing on speed reduction on the Glenn Highway in partnership with the Anchorage Police Department.

Proven countermeasures, including the use of high-visibility enforcement, Data-Driven Approaches to Crime and Traffic Safety (DDACTS), and statewide education, including paid and earned media, and the use of radars by law enforcement and mobile radar display units will be deployed to address this problem. The AHSO media contractor will give particular emphasis to developing data driven speed-related messaging that resonates with 25 to 34 year old and novice drivers, motorcyclists, and other identified high-risk populations. Effective, high-visibility communications and outreach are an essential part of successful speed enforcement high-visibility programs (Solomon et al., 2003). Paid advertising can be a critical part of the media strategy. Paid advertising brings with it the ability to control message content, timing, placement, and repetition.

As mentioned in the Highway Safety Planning Process section, Alaska utilizes data driven decision-making to select, assess, and monitor projects that lead to safer roadways in combination with the totality of our safety planning. Alaska's statewide speed-based program includes prevention strategies focused on people who are most likely to take risks on the road speeding. The AHSO uses the *Countermeasures That Work (CTW): A Highway Safety Countermeasure Guide for State Highway Safety Offices*, Tenth Edition, 2020 in the selection of effective, evidence-based countermeasure strategies for the FFY 2023 speed program area. Whenever possible, the most effective proven strategies, such as those with two stars or greater, are selected and implemented. By using these evidence-based selection strategies for speeding countermeasures, the likelihood of our strategies reaching Alaska's performance target increases. Effective traffic safety laws currently in place complement and support the countermeasures, leading to fewer speed related crashes. The AHSO will continue to assess, seek out best practices, and fund eligible speed related projects which support the FFY 2023 HSP performance target and strategies, including those providing education and outreach.

The Alaska State Troopers, along with the Anchorage Police Department, will conduct speed enforcement with the goal of decreasing the number of speed related crashes. Enforcement of the posted speed limit will occur at locations based on data-driven locations where speeding related crashes have occurred and will consist of high-visibility enforcement operations to address specific problem areas, times, and events with a high incidence of speeding and aggressive driving behavior.

Speed enforcement campaigns have been used to deter speeding and aggressive driving through both specific and general deterrence. In the high visibility enforcement model, law enforcement targets selected high-crash or high-violation geographical areas using either expanded regular patrols or designated aggressive driving

patrols. This model is based on the same principles as high visibility seat belt and alcohol-impaired-driving enforcement: to convince the public that speeding and aggressive driving actions are likely to be detected and that offenders will be cited, arrested, or punished. Officers focus on drivers who commit common aggressive driving actions such as speeding, following too closely, and running red lights. Enforcement is publicized widely. The strategy is very similar to saturation patrols directed at alcohol-impaired drivers.

Laser speed measuring equipment can provide more accurate and reliable evidence of speeding (NHTSA, 2001a). Unstaffed speed display devices, also known as speed trailers, can show drivers that they are speeding and may encourage some drivers to slow down, but effects may last only as long as the devices are in place (Donnell & Cruzado, 2008). They may also suggest to drivers that speeds are being monitored or enforcement is nearby. Signs that provided either an implication that speeds were being monitored or a social norms message (average speed at the site; your speed) were effective at reducing speeds in a 50 km/h zone although not as much as in earlier studies (Wrapson, Harre, & Murrell, 2006). Other studies have shown that speed trailers or portable changeable message signs, which may include speed feedback plus other messages such as “Slow Down Now” can be effective in reducing speeds in work zones (Brewer, Pesti, & Schneider, 2006; Mattox, Sarasua, Ogle, Eckenrode, & Dunning, 2007) and school zones (Lee, Lee, Choi, & Oh, 2006).

Evidence of Effectiveness: CTW, Chapter 3, Sections 2.2, 2.3 and 4.1

The AHSO anticipates spending approximately \$676,702 in 402 funds on speed reduction activities in FFY 2023, as well as \$427,000 on speed media messaging and communications.

Planned Activities/Projects Description

The following planned activity will support this countermeasure in FFY 2023:

- Speed Enforcement (SP-1)

Target: 1

Planned Activity: Speed Enforcement, SP-1

Project Title: AST Speeding Fatality Reduction Effort

Project Number: 402 PT-23-06-BL(B)

Description: The Alaska State Troopers will conduct speeding enforcement in FFY 2023 with the goal of decreasing the number of speed related crashes and the percentage of motorists who travel more than five miles per hour over the posted speed limits by 12 percent. Enforcement of the posted speed limit will occur at locations based on data where speed-related crashes have occurred and will consist of high-visibility enforcement operations to address specific problem areas, times, and events with a high incidence of speeding and aggressive driving behavior.

Grantee: Alaska State Troopers

Budget/Funding Source: \$484,000 Section 402

Eligible Use of Funds: NHTSA 402 PT Speed Enforcement (BIL)

Match: \$264,111

Local Benefit: \$0

Evidence of Effectiveness: CTW, Chapter 3, Sections 2.2 and 4.1

Target: 1

Planned Activity: Speed Enforcement, SP-1

Project Title: Anchorage Police Department-Glenn Hwy and Minnesota Drive High Visibility Speed Reduction Effort

Project Number: 402 PT-23-06-BL(D)

Description: Anchorage Police Department's (APD) main objective will be targeted high visibility speed enforcement aimed at modifying driving behavior during peak travel times on major arterials in its jurisdiction, which include Glenn Highway and Minnesota Drive. In addition, APD will coordinate public outreach campaigns with AHSO and Alaska DOT's public information officers. Funding will be utilized to provide 1,500 hours of overtime speed enforcement as well as the purchase of equipment to outfit patrol vehicles to enable them to participate in speed enforcement patrols. Through enforcement and associated public outreach, APD hopes to see a continued reduction not only in speeding related crashes and driver self-reported speeding behaviors but a reduction in other high-risk behaviors such as general driver inattention or distraction.

Grantee: Anchorage Police Department

Budget/Funding Source: \$192,702 Section 402

Eligible Use of Funds: NHTSA 402 PT Speed Enforcement (BIL)

Match: \$47,730

Local Benefit: \$192,702

Evidence of Effectiveness: CTW, Chapter 3, Sections 2.2 and 4.1

Target: 1 and 2

Planned Activity: Public Education, PE-3

Project Title: Educational Traffic Safety Media Buys (Speed)

Project Number: 402 PM-23-25-BL(D)

Description: This project funds the media buys on behalf of the AHSO to assist in fulfillment of its HSP and SHSP goals to assist in the reduction of speeding related crashes in the state. Effective, high-visibility communications and outreach are an essential part of successful speed enforcement high-visibility programs (Solomon et al., 2003). Paid advertising can be a critical part of the media strategy. Paid advertising brings with it the ability to control message content, timing, placement, and repetition. Funding will also help to support awareness of the Anchorage PD, Juneau PD, and Alaska State Troopers speed enforcement initiatives.

Grantee: Media Agency

Budget/Funding Source: \$125,000, Section 402

Eligible Use of Funds: NHTSA 402 PM (BIL)

Match: \$0

Local Benefit: \$125,000

Evidence of Effectiveness: CTW, Chapter 3, Section 4, and Section 4.1

Planned Activity: PE-3

Project Title: Special Events and Sports Marketing (Speed)

Project Number: 402 PM-23-25-BL(G)

Description: This project funds the media and educational activities on behalf of the AHSO to assist in fulfillment of its HSP and SHSP goals to reduce speeding related crashes. This project is designed to reach high-risk target demographics gathered for sporting events, schools, and entertainment venues located throughout the state which are not currently addressed directly in other paid media activities for speed. This project addresses these individuals directly at the events with a combination of consistent and repeated messaging at the events about the dangers of speeding. The Alliance team will be present at many of these events, like local schools, to provide hands on demonstrations and peer to peer social media activities to provide an immersive learning experience on the dangers of speeding while driving. Planned activities for FFY 2023 will occur at fairs, college athletics, motorsports, hockey games, rodeos, motorcycle events and schools throughout the State.

A speeding mass media campaign consists of intensive communication and outreach activities and promotes specific behaviors such as slowing down below the posted speed limit when conditions such as snow or ice exist on the roadway. Campaigns vary in quality, size, duration, funding, and many other ways. Effective campaigns identify a specific target audience and communications goal and develop messages and delivery methods that are appropriate to – and effective for – the audience and goal.

Grantee: Alliance Highway Safety

Budget/Funding Source: \$302,000, Section 402

Eligible Use of Funds: 402 PM (BIL)

Match: \$0

Local Benefit: \$302,000

Evidence of Effectiveness: CTW, Chapter 3: Section 4

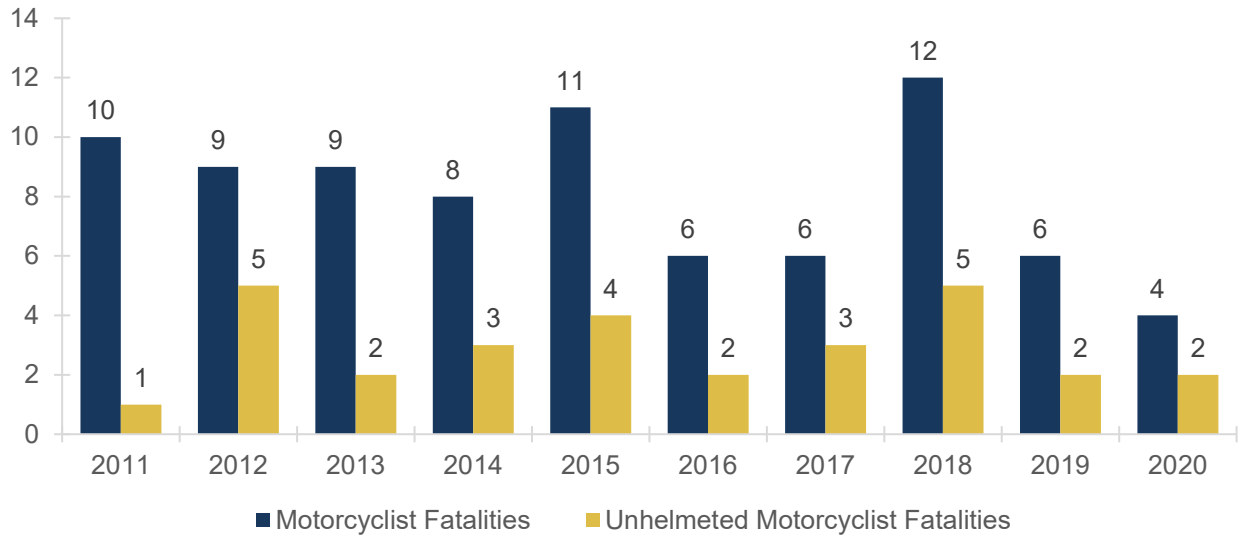
3.6 Motorcycle Safety Program Area

Problem Identification

In 2020, according to the Division of Motor Vehicles, 26,772 motorcycles were registered in Alaska. Alaskan motorcyclists (operators and their passengers), and the many visiting riders who come to experience the “Last Frontier”, are vulnerable on the state’s roadways. Between 2016 and 2020, there were 34 motorcycle fatalities, an average of almost seven fatalities per year.

While motorcycle helmets are not required in Alaska, their effectiveness in protecting riders in the event of a crash cannot be overstated. Between 2016 and 2020, 14 (41 percent) of the fatally injured riders were not wearing helmets. In some years, that percentage has been as high as 50 percent in 2017 and 2020 (Figure 3.17).

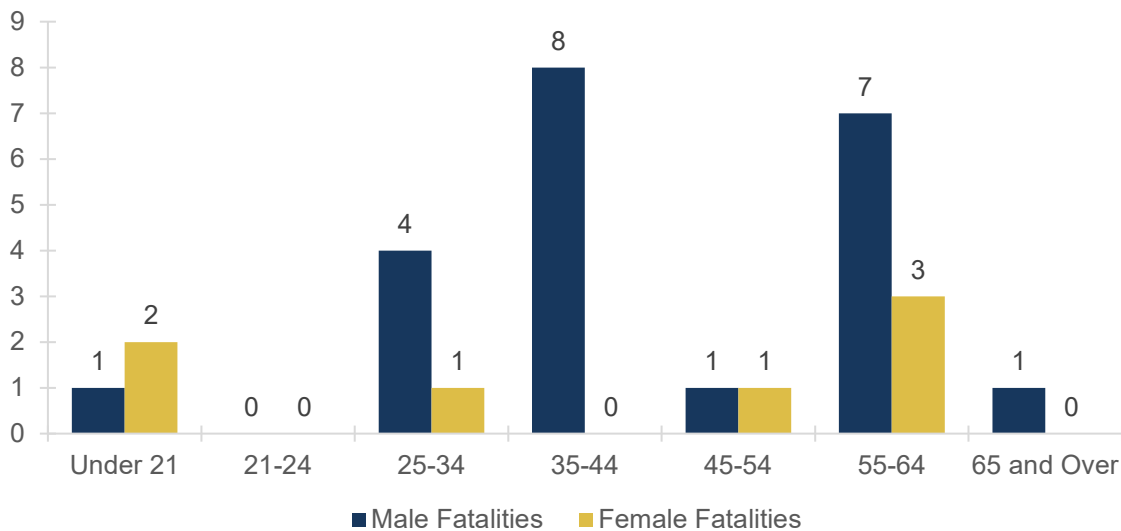
Figure 3.17 Motorcyclist Fatalities



Source/Date Accessed: FARS, March 2022.

Motorcyclist fatalities for males far exceeded female motorcyclist fatalities across all age groups. From 2015-2019, where operator's gender is known, females accounted for 24 percent of motorcyclist fatalities. During this same time period, males 25 to 44 years of age, accounted for 41 percent of all motorcyclist fatalities, as shown in Figure 3.18. Males 55 to 64 years of age accounted for an additional 24 percent of all motorcyclist fatalities.

Figure 3.18 Motorcyclist Fatalities by Gender and Age



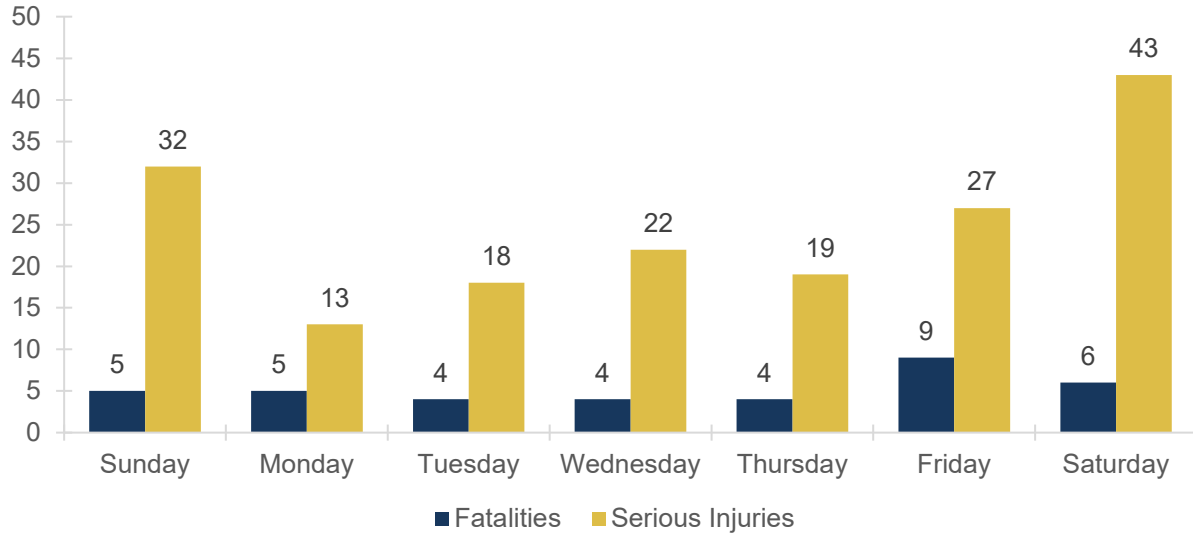
Source/Date Accessed: Alaska CARE, May 2022.

Note: Fatality data are 2015 to 2019. 2020 data on motorcyclist fatalities by gender and age was not available.

Motorcyclist fatalities and serious injuries are most prevalent on weekends from 2015 to 2019, with 54 percent of motorcyclist fatalities occurring on Friday, Saturday, or Sundays. Friday had the highest number of

motorcycle fatalities with nine. Motorcyclist serious injuries increase over the weekend as well, with most seen on Saturday (43). However, most days of the week still show a significant number of motorcyclist injuries as shown in Figure 3.19.

Figure 3.19 Motorcyclist Fatalities and Serious Injuries by Day of Week

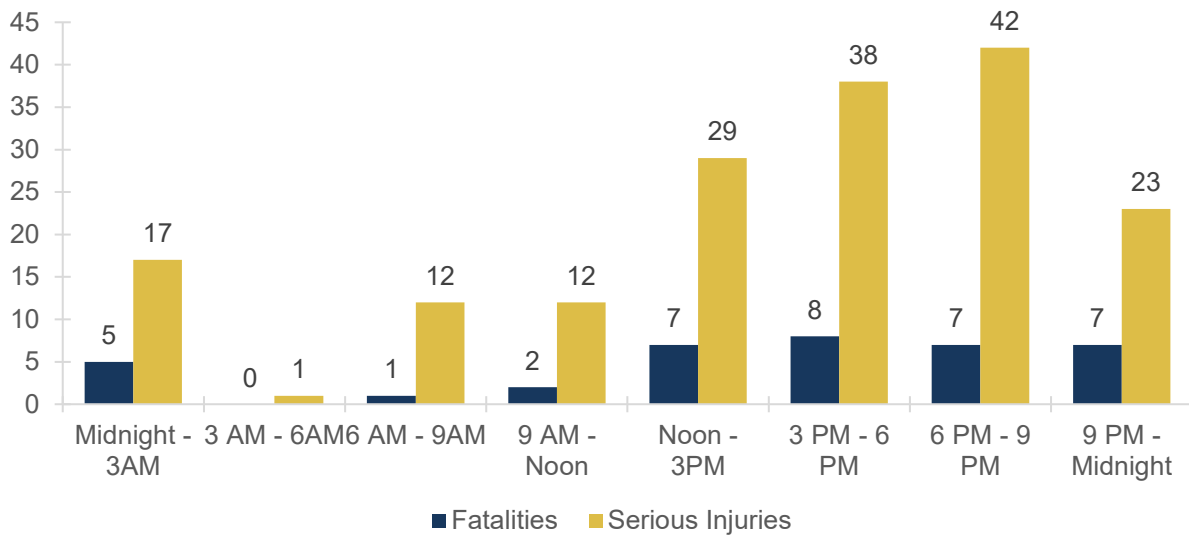


Source/Date Accessed: Alaska CARE, March 2022.

Note: Fatality and serious injury data are 2015 to 2019. 2020 data on motorcyclist fatalities by day of week was not available.

Over 78 percent of all motorcycles are killed between noon and midnight, with 3 p.m. to 6 p.m. being the time period with the most fatalities (Figure 3.20). The greatest number of serious injuries occurred between 3 p.m. to 6 p.m. (21 percent) and 6 p.m. to 9 p.m. (24 percent). Outreach promoting motorcyclist visibility and motorists sharing the road, as well as the dangers of riding impaired are important for addressing crashes during these times.

Figure 3.20 Motorcyclist Fatalities and Serious Injuries by Time of Day



Source/Date Accessed: Alaska CARE, June 2021.

Note: Fatality and serious injury data are 2015 to 2019. 2020 data on motorcyclist fatalities by time of day was not available.

Performance Targets

- Reduce motorcyclist fatalities by 14 percent from 7 (2016-2020 rolling average) to 6 (2019-2023 rolling average) by 2023.
- Reduce unhelmeted, motorcyclist fatalities 33 percent from 3 (2016-2020 rolling average) to 2 (2019-2023 rolling average) by 2023.

Countermeasure Strategies

Alaska's SHSP includes a Special Users Emphasis Area which addresses motorcycle, pedestrian, and bicycle safety. The AHSO is a member of the Emphasis Area's Motorcycle Subcommittee and will consider funding various strategies and action steps in the Subcommittee's action plan.

Communication Campaign

The AHSO will also utilize the expertise of our media contractor to develop targeted messaging focusing on motorist awareness messages during Motorcyclist Awareness Month in May through paid radio messaging which is a proven countermeasure. The goal of this campaign is to make drivers aware of the presence of motorcyclists on the roadways during the summer months. The message will be aired frequently in May to reach the audience during Motorcycle Awareness Month. May is also the month where motorcyclists tend to start riding in Alaska as the winter snow and ice start to disappear. Demographics of drivers and motorcyclists involved in crashes are reviewed to determine the top stations in each market listened to by the key demographic audience(s) to air this message. The goal is for the target audience to hear the message 12 times on average throughout the campaign which will air through July 31st. To change a behavior, a message should be heard at least six times.

Motorcyclists are identified as a secondary target audience for the paid media buys that will support the high-visibility enforcement associated with the Drive Sober or Get Pulled Over mobilization. AHSO will incorporate the Ride Sober message into the impaired driving campaigns and target media outlets popular with motorcyclists to deliver the message. Furthermore, as mentioned in the impaired driving program area section, the impaired driving countermeasures planned for FFY 2023 will also prove beneficial in addressing impaired motorcyclists. Similarly, programs to address speeding may have a correlation to affecting motorcycle fatalities, including the enforcement efforts on Alaska's four designated Safety Corridors.

As mentioned in the Section 1.0 Highway Safety Planning Process, Alaska utilizes data driven decision-making to select, assess, and monitor projects that in combination with the totality of our safety planning will lead to safer roadways. This approach is especially true for the geographic and demographic placement of our paid media campaigns to maximize their impact and reach the right audience(s). The descriptions and analysis of Alaska's traffic safety problems are detailed in each program area section of this Plan. Informed by the analysis, AHSO's FFY 2023 communications plan will consist of paid media focused heavily on impaired driving, speeding, occupant protection, with some motorcycle safety as well as distracted driving messaging which can also benefit motorcyclists. The media messaging will be accompanied by AHSO, subgrantee and partner earned media to help maximize impact of the messaging, support enforcement activities, and inform the public about Alaska's laws.

In multi-vehicle motorcycle crashes, the other vehicle driver is frequently cited for having violated the motorcyclist's right-of-way (Clarke et al., 2007; Elliott et al., 2007; Raborn et al., 2008, Strategy F3; NHTSA, 2000). Motorcycles and motorcyclists are smaller visual targets than cars or trucks, resulting in low conspicuity (see Chapter 5, Section 4.1). Also, drivers may not expect to see motorcycles on the road (Raborn et al., 2008, Strategy F3; NHTSA, 2000). Clarke et al. (2007) reported that even when motorcyclists were using headlights and high-conspicuity clothing drivers sometimes failed to notice them.

Several states have conducted communications and outreach campaigns to increase motorists' awareness of motorcyclists. Typical themes are "Share the Road" or "Watch for Motorcyclists." Some states build campaigns around "Motorcycle Awareness Month," often in May, early in the summer riding season. Many motorcyclist organizations, including the Motorcycle Safety Foundation (MSF), State Motorcycle Safety Association (SMSA), the Gold Wing Road Riders Association (GWRRA), and state and local rider groups, have driver awareness material available.

Evidence of Effectiveness: CTW, Chapter 5: Section 4.2

The AHSO estimates that approximately \$19,000 in 402 funds will be spent on motorcycle safety related paid media in FFY 2023.

Planned Activities/Projects Description

The following planned activity will support this countermeasure in FFY 2023:

- Public Education (PE-3)

Program costs to support motorcyclist safety include Section 402 funds for paid media buys and are also listed in Section 3.12 – Paid Media.

Target: 1

Planned Activity Identifier: Public Education, PE-3

Project Title: Educational Traffic Safety Media Buys (Motorcycle)

Project Number: 402 PM-23-25-BL (F)

Description: This project funds the media buys on behalf of the AHSO to assist in fulfillment of its HSP and SHSP goals in reducing motorcycle crashes.

Grantee: Media Agency

Budget/Funding Source: \$19,000, Section 402

Eligible Use of Funds: NHTSA 402 PM (BIL)

Match: \$0

Local Benefit: \$19,000

Evidence of Effectiveness: CTW, Chapter 5, Section 4.2

3.7 Pedestrian and Bicycle Safety Program Area

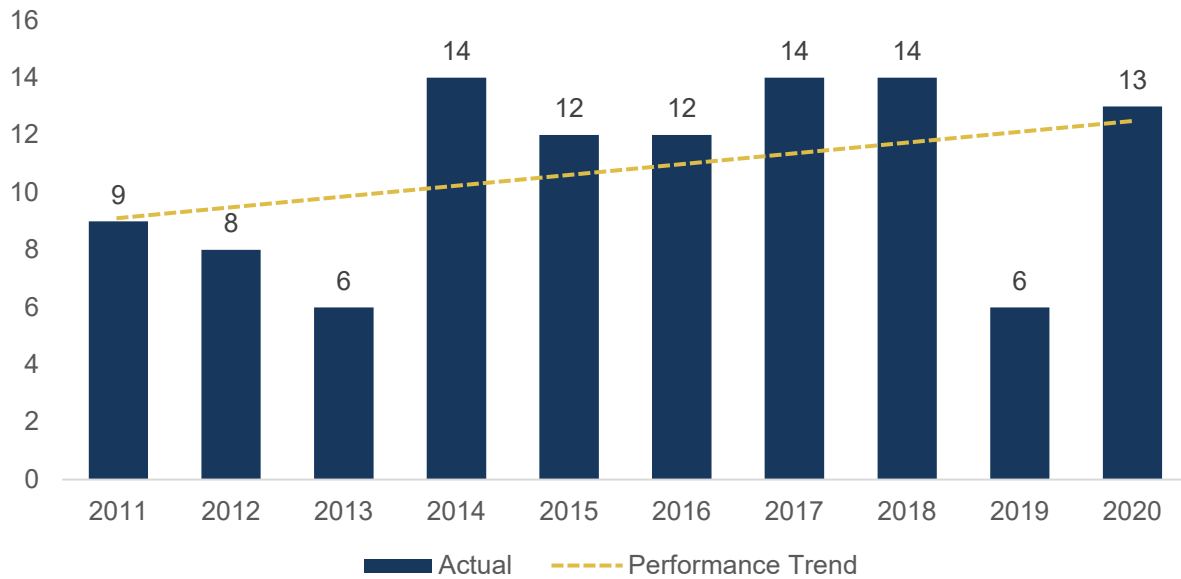
Problem Identification

Pedestrians and bicyclists, like motorcyclists, are more vulnerable than other roadway users in crashes. A review of reported pedestrian crashes in Alaska found that pedestrian fatalities have risen in recent years and that the pedestrians were often times impaired. Between the smaller number of pedestrian-related fatal crashes and lack of detail on the crash reports it is difficult to determine causation, however, jaywalking and crossing poorly lighted streets have been considered contributing factors along with impairment.

In 2020, crashes involving pedestrians and bicyclists accounted for 23 percent of all fatal crashes in Alaska. Pedestrian-related crashes reached a high of 14 in 2017 and 2018, falling to six in 2019 before doubling again to 13 in 2020.

The trend for pedestrian fatalities has been volatile since 2010, as shown in Figure 3.21. The fewest fatalities (six) occurred in 2019. However, recent trends in 2014 through 2020, with 13 fatalities per year on average, affirm the need for continued vigilance in addressing pedestrian safety.

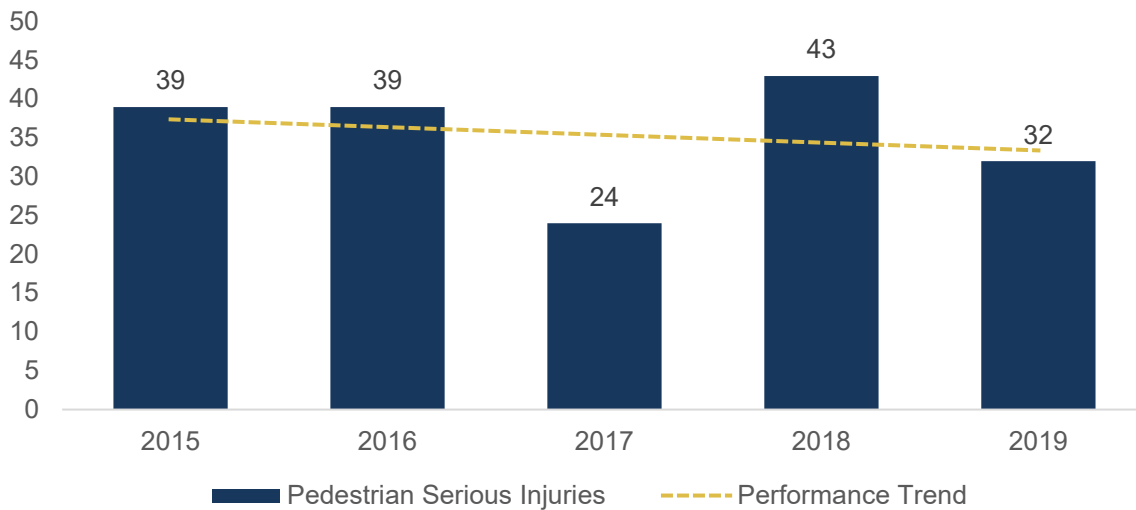
Figure 3.21 Pedestrian Fatalities by Year



Source/Date Accessed: FARS, March 2022.

Serious injuries involving pedestrians has been inconsistent in recent years with a peak of 43 in 2018 and a low of 24 in 2017 as shown in Figure 3.22.

Figure 3.22 Pedestrian Serious Injuries by Year



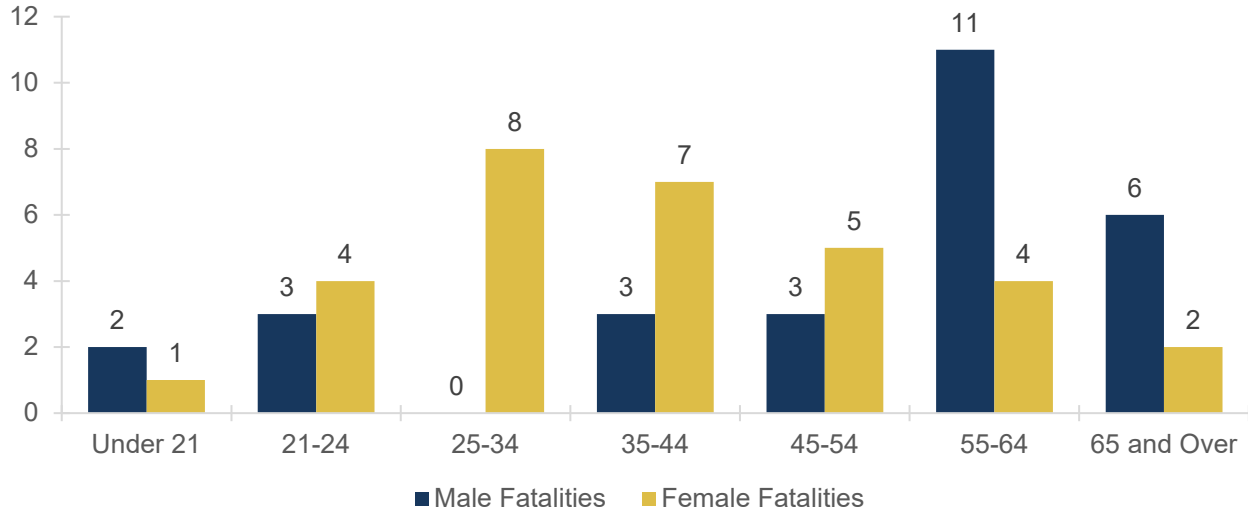
Source/Date Accessed: Alaska CARE, April 2022.

Note: Serious injury data are 2015 to 2019. 2020 data on pedestrian serious injuries was not available.

Pedestrians age 45 years and older accounted for 31 fatalities (52 percent) of the 59 fatalities that occurred between 2016 and 2020, while the 20-year-old and under age group accounted for five percent of the fatalities (Figure 3.23). Notably, male pedestrians are much more likely to be 55 years old or older, representing 60 percent of all male pedestrian fatalities. Female pedestrians are much more likely to be between 25 and 44

years old, representing 48 percent of all female pedestrian fatalities. While outreach and education efforts for pedestrians typically target children and seniors, who historically are overrepresented in pedestrian crashes, it is important to note that all age groups are at risk.

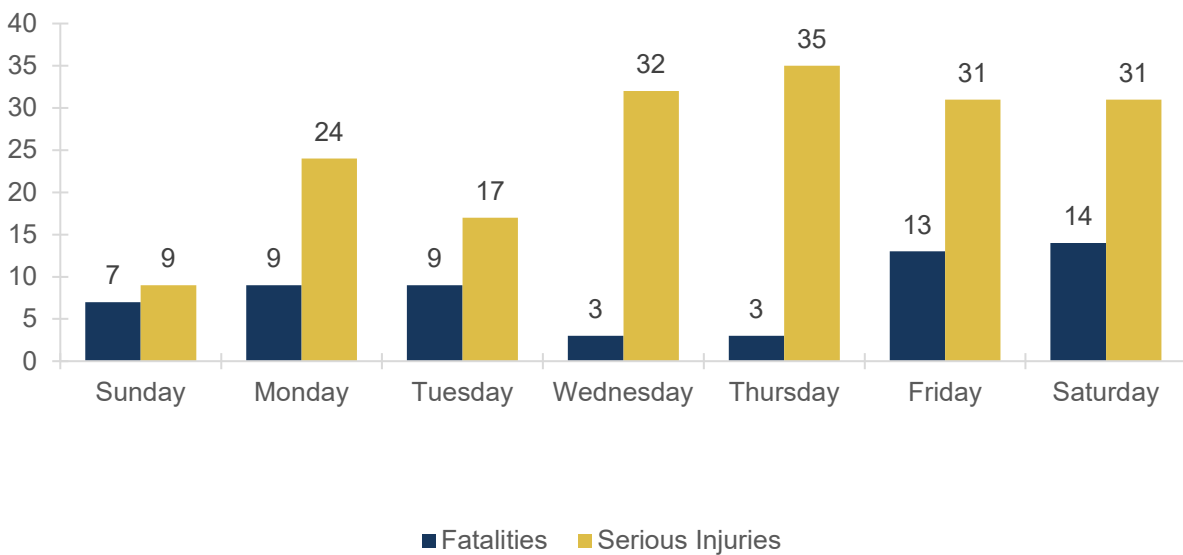
Figure 3.23 Pedestrian Fatalities by Age and Gender



Source/Date Accessed: FARS FIRST, March 2022.

From 2015 to 2019, pedestrian fatalities were highest on Saturday (14), followed by Friday (13). Serious injuries peaked at 35 on Thursday, with 32 on Wednesday and 31 each on Saturday and Sunday, as shown in Figure 3.24.

Figure 3.24 Pedestrian Fatalities and Serious Injuries by Day of Week

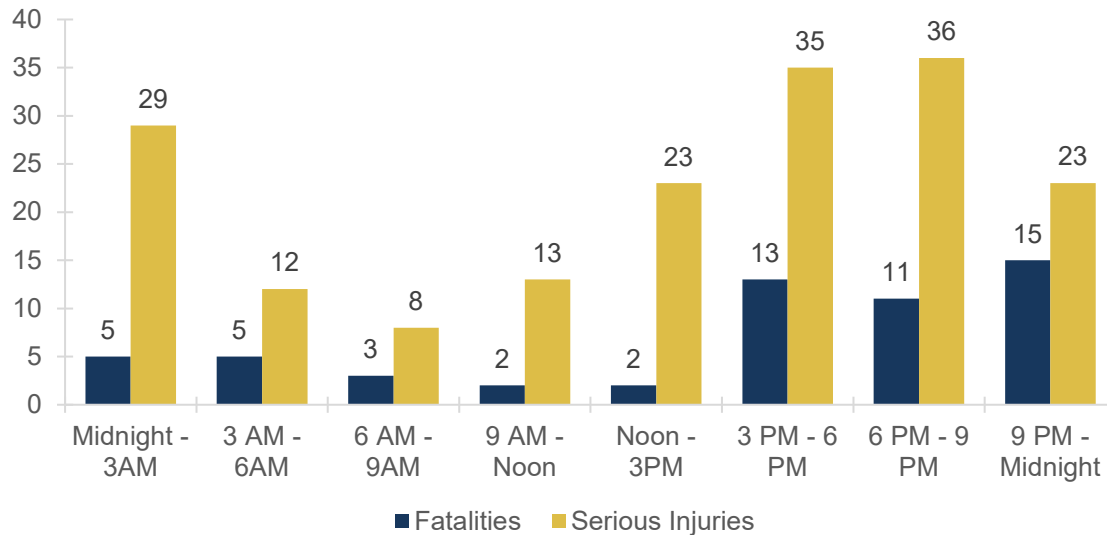


Source/Date Accessed: Alaska CARE, March 2022; FARS FIRST, March 2022.

Note: Fatality and serious injury data are 2015 to 2019. 2020 data on pedestrian serious injuries and fatalities by day of week was not available.

From 2015 to 2019, the time of day with the greatest number of pedestrian fatalities was 3 p.m. to midnight, with 39 deaths (69 percent) occurring during this time. The time period with the greatest number of pedestrian fatalities was 9 p.m. to midnight (15). Pedestrian serious injuries were highest from 3 p.m. to 3 a.m. (123), as shown in Figure 3.25.

Figure 3.25 Pedestrian Fatalities and Serious Injuries by Time of Day

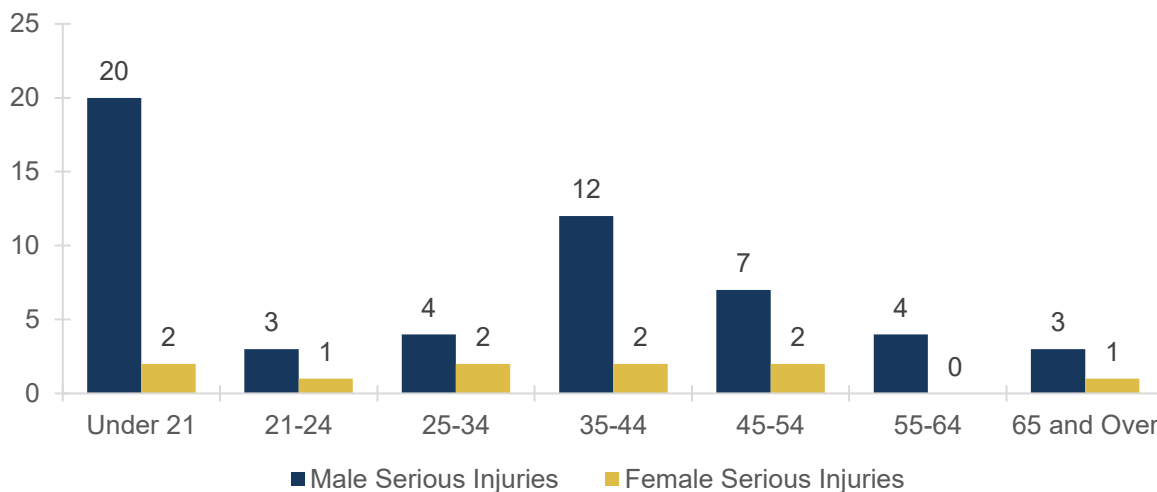


Source/Date Accessed: Alaska CARE, March 2022; FARS FIRST, March 2022.

Note: Fatality and serious injury data are 2015 to 2019. 2020 data on pedestrian serious injuries and fatalities by time of day was not available.

An analysis of serious injury crash data found that bicyclists under 21 had the highest risk for serious injury between 2015 and 2019. Across all ages, males were involved in more injury crashes than females. (Figure 3.26).

Figure 3.26 Bicycle Injuries by Age Group and Gender

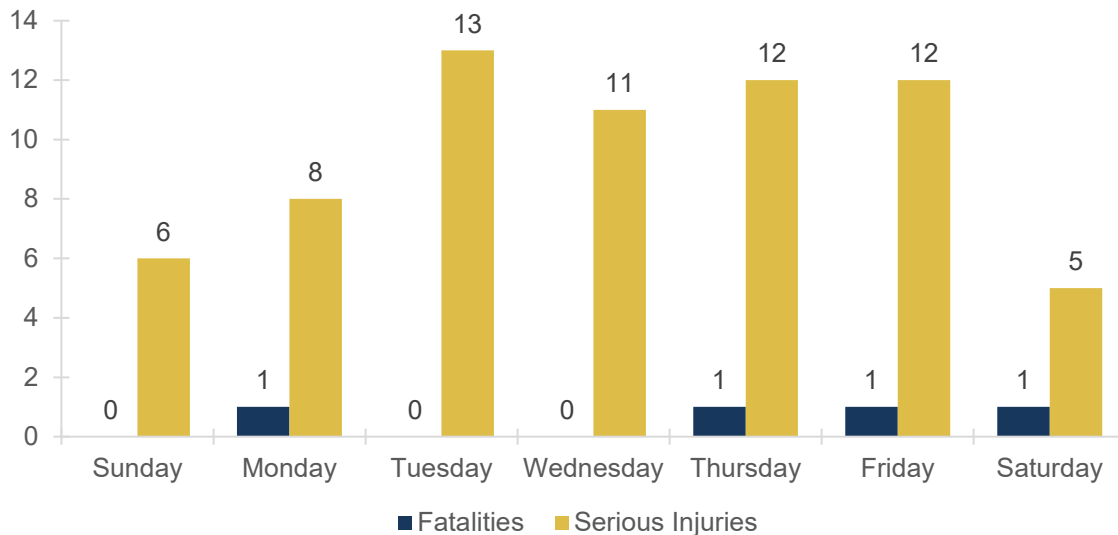


Source/Date Accessed: Alaska CARE, April 2022.

Note: Serious injury data are 2015 to 2019. 2020 data on bicycle serious injuries was not available.

When bicyclists ride also influences crash risk. Bicyclists were more frequently killed on Thursday, Friday, and Saturday, with serious injuries more likely during mid-week, as seen in Figure 3.27. As more children bike to school (Alaska has an active Safe Routes to School Program), and adults seek healthy and/or less costly alternatives to driving to work, bicycles are replacing cars as a primary mode of transportation in some Alaska communities.

Figure 3.27 Bicycle Fatalities and Serious Injuries by Day of Week

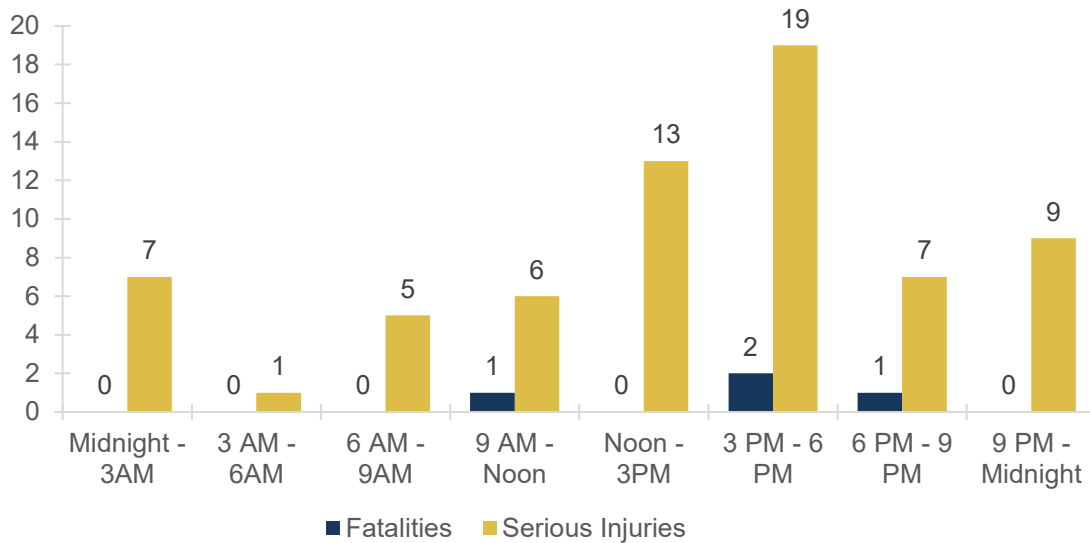


Source/Date Accessed: Alaska CARE, April 2022; FARS FIRST, March 2022.

Note: Fatality and serious injury data are 2015 to 2019. 2020 data on bicycle serious injuries and fatalities by day of week was not available.

The time of day that bicycle crashes occur in Alaska suggests a school/work connection, as well as issues with conspicuity. Most bicyclists (75 percent) were killed between 3 p.m. and 9 p.m. Additionally, 28 percent (19) of bicyclists' serious injuries occurred between 3 p.m. and 6 p.m., with 58 percent of serious injuries taking place between noon and 9 p.m. Data suggests these fatalities may be occurring while bicyclists are going to/from work or school. Ensuring bicyclists can see and be seen is essential to their safety.

Figure 3.28 Bicycle Fatalities and Serious Injuries by Time of Day



Source/Date Accessed: Alaska CARE, April 2022; FARS FIRST, March 2022.

Note: Fatality and serious injury data are 2015 to 2019. 2020 data on bicycle serious injuries and fatalities by time of day was not available.

Performance Targets

- Reduce pedestrian fatalities by 8 percent from 12 (2016-2020 rolling average) to 11 (2019-2023 rolling average) by 2023.
- Reduce bicyclist fatalities 100 percent from 1 (2016-2020 rolling average) to 0 (2019-2023 rolling average) by 2023.

Countermeasure Strategies

Roadway design that accommodates pedestrians and bicyclists is essential for accessibility and safety. Alaska is committed to maintaining an infrastructure that encourages all modes of travel. At the same time, the AHSO recognizes the critical role education and enforcement play in protecting these most vulnerable roadway users. Similar to the motorcycle program area, bicycle and pedestrian safety strategies are addressed in the SHSP Special Users Emphasis Area action plan. The AHSO is an active member of the Emphasis Area’s Bicycle/Pedestrian Subcommittee.

In addition to paid media outreach, the AHSO will fund one project in FFY 2023 to address pedestrian and bicycle crashes. Between 2016 and 2020 the combined five year moving average of fatal crashes involving pedestrians and bicyclists accounted for slightly more than 17 percent of all fatal crashes in Alaska. Pedestrian fatalities reached a high of 14 in 2017 and again in 2018 (Figure 3.21). Pedestrians 45 years of age and over accounted for more than one-half of the fatalities that occurred between 2015 and 2019 (Figure 3.23). The under 25-year-old age group comprised of the fewest pedestrian fatalities. While outreach and education efforts for pedestrians typically target children and seniors, who historically are overrepresented in pedestrian crashes, it is important to note all age groups are at risk.

Conspicuity Enhancement

The Alaska Injury Prevention Center (DBA Center for Safe Alaskans) will work with partners in Anchorage to engage community stakeholders specifically to educate bicyclists and pedestrians on the use of high visibility gear. This project is intended to reach 5,000 pedestrians and cyclists on becoming more visible. In addition, educational focus groups with high school youth will be conducted to gain qualitative data regarding bicycle helmet use. Project solutions will be coordinated with DOT engineers, AHSO staff, and the media contractor to help address pedestrian bicycle safety.

As mentioned in Section 1.0 Highway Safety Planning Process, Alaska utilizes data driven decision-making to select, assess, and monitor projects that in combination with the totality of our safety planning will lead to safer roadways. To provide the maximum impact and likelihood for increasing pedestrian and bicyclist safety, the AHSO provides leadership, data, and technical assistance to other state agencies, law enforcement agencies and to local pedestrian and bicyclist safety projects. The AHSO conducts problem identification to identify the areas and populations that have the highest rate of pedestrian and bicyclist crashes. Alaska's pedestrian and bicyclist safety includes engagement with a strong network of safety partners and advocates who implement evidence-based countermeasures to reach high-risk populations. The AHSO uses input collected throughout the year from planning partners identified in the Highway Safety Planning Process section and the *Countermeasures That Work (CTW): A Highway Safety Countermeasure Guide for State Highway Safety Offices*, Tenth Edition, 2020 in the selection of effective, evidence-based countermeasure strategies for the FFY 2023 pedestrian and bicyclist program area. Whenever possible the most effective proven strategies, such as those with two stars or greater, are selected and implemented. By using these evidence-based selection strategies for pedestrian and bicyclist safety countermeasures, the likelihood of our strategies reaching Alaska's performance targets increases in reducing pedestrian and bicyclist fatalities and serious injuries.

The project will help address Alaska's pedestrian and bicycle fatality performance targets C-10 and C-11.

A body of research in the past several decades has established numerous factors associated with pedestrian crashes. Pedestrian and driver pre-crash actions and behaviors (such as distraction, driver speed and alcohol use), vehicle type and design, pedestrian and vehicle volumes/exposure, and elements of the built environment (including roadway design, presence of pedestrian facilities, and street-crossing facilities) all contribute to pedestrian crashes. Several studies have provided evidence of the role of the transportation environment in pedestrian safety and summarized best practices in engineering and design for pedestrian safety (FHWA, 2011; Redmon, 2011; Retting, Ferguson & McCart, 2003). Enacting and implementing Complete Streets policies has been identified as one of the more low-cost and impactful countermeasures, as evidenced by numerous cities and states across the United States.

In the Hunter et al. (1996) study, bicyclist factors contributing to crashes, especially at intersections or other junctions, included bicyclists riding the wrong way. Thirty-two percent of all bicyclists in the study were riding against traffic; for intersection collisions, the proportion was 42 percent. In 15 percent of crashes, bicyclist riding wrong way was coded as a contributing factor to the crash (Hunter et al., 1996). A bicyclist's failure to yield was coded in 21 percent of the study crashes and stop sign violations were coded in eight percent of the crashes. Children riding a bicycle were overrepresented in stop sign and yield violations and crashes on local and two-lane streets, whereas adult bicyclists were more likely to contribute to their crashes through alcohol or drug use and lane position and lane change errors. The most common driver contributing factor was yield violation at either an intersection or midblock locations; however, as mentioned the bicyclist riding the wrong way may have been a contributing factor in such crashes.

Widespread use of retroreflective materials would increase the ability of drivers to detect pedestrians at night in time to avoid crashes. Pedestrians wearing good retroreflective materials, particularly materials that highlight a person's shape and moving extremities (i.e., wrists and ankles), or widespread use of active (flashing) lights can be detected hundreds of feet farther than can pedestrians in normal clothing, even with low-beam illumination (Koo & Huang, 2015; Karsh, Hedlund, Tyson & Leaf, 2012; Zegeer et al., 2004, Strategy B5). A study in a controlled (closed road) environment also validated that pedestrians are detected more readily when they wear reflective elements on their moving body parts rather than attached to the torso (Tyrrell et al., 2009).

A Cochrane review of studies of pedestrian and bicycle conspicuity aids concluded that "fluorescent materials in yellow, red, and orange improved driver detection during the day..." (Kwan & Mapstone, 2004). Even low beam headlights can illuminate figures wearing fluorescent materials hundreds of feet away, much farther than figures wearing normal clothing (Zegeer et al., 2004, Strategy B5; Raborn et al., 2008, Strategy F2). One study among a cohort of riders who had participated in a large mass bicycle event found results suggesting that consistent use of fluorescent colors provides a protective effect against crashes and injuries (Thornley, Woodward, Langley, Ameratunga, & Rodgers, 2008). Another Cochrane systematic review and meta-analysis of twenty-two studies evaluating non-legislative helmet promotion programs aimed at children under 18 found the odds of observed helmet wearing were significantly greater among those receiving the interventions (Owen, Kendrick, Mulvaney, Coleman, & Royal, 2011).

Bicyclists represent all ages with many levels of knowledge, skill, perception, and judgment. Thus, educational and enforcement programs must take these factors into account and be designed to target age-specific concerns and the knowledge, skills, and behavioral attributes of these different groups of riders. Several studies have also identified demographic differences in injury risk, amounts of bicycled riding, and helmet use. Davison et al. (2013) found being male and a recent immigrant were both associated with increased bicycling injury risk among Canadian youth. Lower socioeconomic class was associated with lower helmet use. Richard, Thélot, and Beck (2013) found helmet use to be lower among females, younger and older ages, lower income persons, and urban dwellers than among rural and suburban residents.

Both short lecture-based programs and more extensive programs with on-bicycle training can increase children's knowledge of laws and safe behaviors (Ellis, 2014; Hooshmand, Hotz, Neilson, & Chandler, 2014; Lachapelle, Noland, & Von Hagen, 2013; Thomas et al., 2005) or observed behaviors in an educational context (Ducheyne et al., 2013, 2014), but whether these translate into adoption of the safe behaviors is less certain. A 2005 study for NHTSA described four school-based, on-bicycle training programs that each achieved sustained knowledge gains, and higher average knowledge compared to students who had never had a training course (Thomas et al., 2005). Self-reports from students and parents also suggested that safe riding behaviors and enjoyment of riding improved, more so in the courses taught on road than those taught in a closed course (on the school grounds).

The programs are proven countermeasure that the AHSO believes will help to impact the pedestrian and bicyclist performance targets (C-10 and C-11).

Evidence of Effectiveness: CTW, Chapter 8: Section 4.3; and Chapter 9: Sections 1.3, 2.2, 3.1, and 3.2

The AHSO anticipates spending approximately \$110,080.00 in 402 on pedestrian and bicycle programming in FFY 2023.

Communication Campaign

Two additional projects will fund an evidence-based media campaign which will allocate substantially more resources than in years past to help address the upward fatality trend and educate the pedestrian public. Different messaging will be utilized via radio, digital, and social media to educate school age children on safe pedestrian concepts and behaviors around schools; and older pedestrians on the dangers of impairment and walking as evidence has shown a number of impaired pedestrians killed while crossing the street at non-intersections. The Anchorage area which has seen the majority of the fatal pedestrian crashes will be a focus of the campaign. The current plan includes the top eight media stations in Anchorage and top four in Kenai, Juneau, and Fairbanks for our demographic to run intermittently throughout the summer. In August and September when children will be returning to school, the messaging for that demographic will commence. The goal is to have the message heard at least six times per listener throughout the entire campaign to modify the behavior of the target audiences and ultimately to keep Alaska's pedestrians safer.

A mass media campaign consists of intensive communication and outreach activities regarding bicyclist and pedestrian safety measures and promotes specific behaviors such as making sure these roadway users are visible to other motorists and using intersections and crosswalks. Campaigns vary in size, duration, funding, and many other ways. Effective campaigns identify a specific target audience and communications goal and develop messages and delivery methods that are appropriate to – and effective for – the audience and goal.

As mentioned previously, Alaska utilizes data driven decision-making to select, assess, and monitor projects that in combination with the totality of our safety planning will lead to safer roadways. To provide the maximum impact and likelihood for increasing pedestrian safety, the AHSO provides leadership, data, and technical assistance to other state agencies, law enforcement agencies and to local pedestrian safety projects. The AHSO conducts problem identification to identify the areas and populations that have the highest rate of pedestrian crashes. Alaska's pedestrian safety program includes engagement with a strong network of safety partners and advocates who implement evidence-based countermeasures to reach high-risk populations across Alaska. The AHSO uses input collected throughout the year from planning partners identified in in the Highway Safety Planning Process section and the *Countermeasures That Work (CTW): A Highway Safety Countermeasure Guide for State Highway Safety Offices*, Tenth Edition, 2020 in the selection of effective, evidence-based countermeasure strategies for the FFY 2023 pedestrian program area. Whenever possible the most effective proven strategies, such as those with two stars or greater, are selected and implemented. By using these evidence-based strategies for pedestrian safety countermeasures, the likelihood of the strategies reaching Alaska's performance targets increases.

These efforts will help address Alaska's pedestrian fatality performance targets C-10.

NHTSA successfully implemented one zone-based program in Baltimore, Maryland that included public service announcements, posters, flyers, and interventions aimed at alcohol-impaired pedestrians, but the program is not currently active. Using 5.5 years of before data and two years of after data, Blomberg and Clevon (2000) found a 22 percent decrease in crashes among males 30 to 59 in the targeted zones where the intervention took place. Although encouraging, there have been no demonstrations of crash or injury reductions unless the communications and outreach is part of a comprehensive program that includes engineering measures and some form of law enforcement involvement, as in the case of Blomberg and Clevon.

Evidence of Effectiveness: CTW, Chapter 8: Section 4.3; and Chapter 9: Sections 1.3, 2.2, 3.1, and 3.2

The AHSO anticipates spending approximately \$174,000 in 405h funds on pedestrian-related paid media buys in FFY 2023.

Planned Activities/Projects Description

The following planned activities will support these countermeasures in FFY 2023:

- Pedestrian/Bicycle Education & Safety (PB-2)
- Public Education (PE-3)

Target: 1 and 2

Planned Activity: Pedestrian/Bicycle Education & Safety, PB-2

Project Title: Alaska Injury Prevention Center (DBA Center for Safe Alaskans) Walk Safe, Bike Safe

Project Number: 402 PS-23-05-BL (A)

Description: This project will fund work with partners to address pedestrian and bicyclist safety in Alaska. Center for Safe Alaskans will engage with community stakeholders to educate bicyclists, pedestrians, and school age children who walk to promote the use of high visibility gear and reflective tape. Safe Alaskans will provide educational visibility and safety presentations and distribute conspicuity items to pedestrians and bicyclists. This project will also continue to integrate helmet use/bicycle safety education, and distribute bike helmets and helmet safety education cards. Solutions will also be coordinated with DOT&PF engineers, AHSO staff, and the media contractor to help address pedestrian safety through a driver education campaign.

Grantee: AIPC, DBA Center for Safe Alaskans

Budget/Funding Source: \$110,080 Section 402

Eligible Use of Funds: NHTSA 402
Pedestrian/Bicycle Safety (BIL)

Match: \$10,000

Local Benefit: \$110,080

Evidence of Effectiveness: CTW, Chapter 1, Section 14; Chapter 6, Sections 1 and 2; Chapter 7, Section 1

Target: 1

Planned Activity: Public Education, PE-3

Project Title: Educational Traffic Safety Media Buys (Bicyclists and Pedestrians)

Project Number: 405h FHPE-23-00-FA (A)

Description: This project funds the media buys on behalf of the AHSO to assist in fulfillment of its HSP and SHSP goals to reduce pedestrian related crashes.

Grantee: Media Agency

Budget/Funding Source: \$150,000, Section 405h

Eligible Use of Funds: 405h Paid Media (FAST)

Match: \$0

Local Benefit: \$150,000

Evidence of Effectiveness: CTW, Chapter 8, Section 3.1

Planned Activity: PE-3

Project Title: Special Events and Sports Marketing (bike and pedestrian)

Project Number: 402 PM-23-25-B:(J)

Description: This project funds the media and educational activities on behalf of the AHSO to assist in fulfillment of its HSP and SHSP goals to reduce crashes with bicyclists and pedestrians. This project is designed to reach high-risk target demographics gathered for sporting events, schools, and entertainment venues located throughout the state which are not currently addressed directly in other paid media activities for bicyclist and pedestrian safety. The project addresses these individuals directly at the events with a combination of consistent and repeated messaging about the dangers of sharing the road as a bicyclist or pedestrian. The Alliance team will be present at many of these events, like local schools, to provide hands on demonstrations and peer to peer social media activities to provide an immersive learning experience on the dangers of sharing the road with automobiles while walking or biking. Planned activities for FFY 2023 will occur at community festivals and schools throughout the state.

A mass media campaign consists of intensive communication and outreach activities regarding bicyclist and pedestrian safety measures and promotes specific behaviors such as making sure these roadway users are visible while bicycling and walking to other motorists, dangers of impairment, and using intersections and crosswalks to cross roadways. Campaigns vary in quality, size, duration, funding, and many other ways. Effective campaigns identify a specific target audience and communications goal and develop messages and delivery methods that are appropriate to – and effective for – the audience and goal.

Grantee: Alliance Highway Safety

Budget/Funding Source: \$24,000, Section 402

Eligible Use of Funds: 402 PM (BIL)

Match: \$0

Local Benefit: \$24,000

Evidence of Effectiveness: CTW, Chapter 8: Sections 3 and 4; Chapter 9: Sections 3 and 5

3.8 Novice Drivers (20 and Under) Program Area

Problem Identification

Novice drivers 20 years of age and younger have the highest crash risk of any age group on the road. Teen crash risk is impacted by developmental and behavioral issues coupled with inexperience. While many teens crash because of risk-taking, most crashes occur because the teen behind the wheel does not have the skills or experience needed to recognize a hazard and take corrective action. Like their peers in the lower 48 states, Alaskan teens are most likely to crash due to driver error with recognition (e.g., inadequate surveillance, distraction/inattention) and decision errors (e.g., following too closely, driving too fast for conditions/speeding) topping the list.

Alaskan teens, however, may begin driving at an earlier age than most U.S. teens. Under the state's graduated driver license program (GDL), teens under 18 years of age, with parental consent, may obtain a learner's or instruction permit at the age of 14. To progress from the learners to provisional (unsupervised) stage of

Alaska's GDL, the teen must log at least 40 hours (ten at night and/or in inclement weather) of supervised practice driving under the guidance of a licensed driver who is at least 21 years of age. The teen also must have completed a minimum of six months of practice driving, pass a road test, and be at least 16 years of age. If a teen is convicted of a traffic violation at any time during the learner's phase, a six-month wait is required before applying for a provisional driver license.

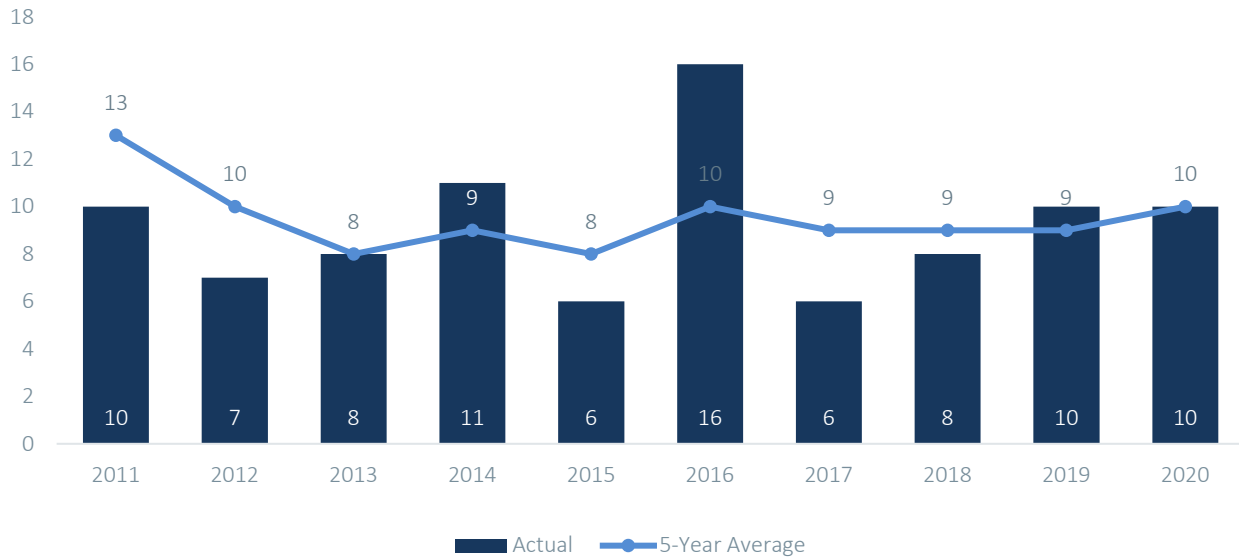
Once granted a provisional license, a teen may not drive between 1 a.m. and 5 a.m. for the first six months of licensure or transport any passengers under 21 years of age. To graduate to a full, unrestricted license, the teen must have held a provisional license for at least six months and be 16 and one-half years of age. If at any time during the GDL program the teen accumulates a total of six or more motor vehicle points in a 12-month period or nine or more points in a 24-month period, the teen must complete a nationally certified defensive driving course. Failure to complete the course results in the suspension of driving privileges. These restrictions do not apply once the teen is 18 years of age. A violation of Alaska's GDL provisions is a primary offense and carries a \$200 fine plus two penalty points on the driver history file.

It is important to note that no other state has as many rural communities separated from connecting road systems as Alaska. For that reason, the state's Division of Motor Vehicles (DMV) issues an "off-highway" license that allows an individual, including teens, to drive in specific Alaskan communities (most are issued in Juneau). The applicant for an off-highway license must complete all licensing requirements with the exception of the road test and photograph identification. An off-highway license allows the holder to drive on roads that are not connected to the state highway system and on roads that are not connected to a highway or vehicular way with an average daily traffic volume not greater than 499. The off-highway restriction can be removed at any time following successful completion of a road test at a DMV office or through a third-party testing provider.

Since one of the difficulties facing Alaska's rural youth is finding viable employment, and a driver license is often required as a condition of employment, the provision of an off-highway license is important. However, under Alaska statute rural residents are not required to obtain a driver license and there is no requirement for rural drivers to obtain an instruction permit. The DMV strongly encourages rural drivers to practice driving with a licensed driver. For 16- and 17-year-old teens holding a "provisional off-highway" license, the nighttime driving and passenger restrictions do not apply. To convert from a provisional off-highway to a regular provisional license, the teen must have held a permit for at least six months; have certification from a parent or guardian of at least 40 hours of driving experience with ten hours of progressively challenging circumstances such as driving in inclement weather; and be free of any traffic convictions in the six months preceding application.

While many teen crashes are single vehicle, property damage only incidents (many run-off-the-road), some result in serious injury and death. Between 2016 and 2020, 50 novice drivers were involved in fatal crashes in Alaska, a five-year average of 10 fatalities. Teen crashes have fluctuated over the past decade, with a significant peak in 2016 (16 fatalities) and ten fatalities in both 2019 and 2020, as shown in Figure 3.29.

Figure 3.29 Drivers Under 21 Involved in Fatal Crashes



Source/Date Accessed: FARS, March 2022.

Almost one in seven fatalities in Alaska involved teens between 2016 and 2020, confirming that young drivers continue to be disproportionately involved in motor vehicle crashes. While we celebrate that Alaska’s five-year average of young driver fatalities decreased from 13 in 2011 to ten in 2020, the number is still too disproportionately high.

Results from the 2017 Alaska Youth Risk Behavior Survey (YRBS) indicate continued work must be done to improve unsafe driving behavior (seat belt, impaired, distracted driving – cell phone use) by Alaskan youth. Survey results show that 83.5 percent of Alaska high school students “most of the time or always” wore a seat belt. Similarly, in May 2019, Safe Alaskans observed 83.8 percent seat belt use during lunchtime at eight Anchorage high schools. While youth who reported driving when they have been drinking has decreased to 4.3 percent (5.6 percent YRBS, 2015), a startling 16 percent reported they drive when they have been using marijuana. Over 16 percent reported riding in a vehicle driven by someone who has been drinking alcohol, which has steadily increased from 13.1 percent (2013 YRBS). Furthermore, data from the 2017 YRBS indicates distracted driving continues to be a transportation safety issue as 37.2 percent of young drivers in Alaska drove a car while talking on a cell phone, and 28.6 percent texted or emailed while driving on at least one day in the 30 days before the survey. Through the teen driving campaign surveys, Safe Alaskans has identified significant gaps in young driver knowledge of Alaska’s Graduated Driver’s Licensing (GDL) requirements.

While crashes involving a lack of seat belt use, impaired driving, and speeding were discussed previously, it is important to point out the significance of teens in the data. Drivers under 21 years of age represent almost 15 percent of unrestrained fatalities and over 22 percent of unrestrained serious injuries.

When it comes to impaired driving, males under 21 years of age are more likely than their female counterparts to die in an alcohol-related crash. Between 2016 and 2020, eight male drivers under age 21 died compared to one female driver in the same age group due to impaired driving. Drivers under 21 years of age also represented over 11 percent of speeding-related fatalities. Between 2016 and 2020, 12 male drivers under 21 years of age died due to speeding, representing almost nine percent of male speeding fatalities. Although there

were nine female driver under 21 years of age who died due to speeding during the same time period, this age group accounted for 18 percent of all female speeding related fatalities.

Performance Target

1. Reduce drivers age 20 and younger involved in fatal crashes by 10 percent from 10 (2016-2020 rolling average) to 9 (2019-2023 rolling average) by 2023.

Countermeasure Strategies

School Programs

The AHSO will continue to partner with the Alaska Injury Prevention Center, DBA Center for Safe Alaskans to educate teens about critical safe driving practices, including seat belt use, the importance of refraining from drinking and driving, inattentive/distracted driving, aggressive driving, and sharing the road with pedestrians and cyclists. The Center for Safe Alaskans, with AHSO funding, will conduct various teen peer-to-peer projects in high schools which address safe driving. The peer-to-peer intervention is designed to educate teens about the lifesaving importance of seat belts by rewarding drivers and passengers “caught” buckling up. Since its introduction in 2006, teen belt use at participating high schools has increased from 70 to 91 percent; the highest observed use at one school was 94 percent.

The AHSO will identify evidence-based communications strategies for reaching teen drivers with safe driving messages focusing on speed, impairment, distraction, and seat belt use. Parents, who have tremendous influence over their teen drivers, also will be the focus of this outreach. Ensuring that parents are fully informed about the crash risk for their teen drivers, and how Alaska’s graduated driver licensing program works to address that risk, is essential. Key themes that AHSO will seek to convey to parents include the importance of significant practice during the learner’s phase, the use of a parent-teen driving agreement, and controlling the keys and staying involved after licensure. AHSO will leverage the findings from the most current Governors Highway Safety Association report, *Promoting Parent Involvement in Teen Driving: An In-Depth Look at the Importance and the Initiatives*, to guide its work.

In recent years, the AHSO has been putting additional resources towards programming and education of young drivers. While teen crashes have generally been trending down over the past eight years, significant increases occurred in 2014 and 2016 with 11 and 16 fatalities, respectively. Disturbingly, teens of both sexes accounted for more serious injuries than any other age group by nearly two to one. It is clear additional resources aimed at novice drivers need to continue in FFY 2023.

As mentioned in the Section 1.0 Highway Safety Planning Process, Alaska utilizes data driven decision-making to select, assess, and monitor projects that in combination with the totality of our safety planning will lead to safer roadways. The AHSO conducts problem identification to identify the areas and populations with the highest rate of novice driver fatalities and lowest usage rates among those drivers. The statewide youth-based program efforts that include peer-to-peer education and prevention strategies funded for FFY 2023 are targeted towards novice drivers under 20 who are the most likely to take risks on the road, including drinking and driving. The AHSO uses input collected throughout the year from planning partners identified in in the Highway Safety Planning Process section and the *Countermeasures That Work (CTW): A Highway Safety Countermeasure Guide for State Highway Safety Offices*, Tenth Edition, 2020 in the selection of effective, evidence-based countermeasure strategies for the FFY 2023 novice driver program area. Whenever possible the most effective proven strategies, such as those with two stars or greater, are selected and implemented. By using these evidence-based strategies for novice driver countermeasures, the likelihood of our strategies reaching Alaska’s

performance targets increases. With an effective GDL law in place, these evidence-based education programs were chosen to complement and support the law which will lead to fewer novice driver crashes. The AHSO will continue to assess, seek out best practices, and fund eligible youth-based projects which support the FFY 2023 HSP performance targets and strategies including those that provide education and outreach to counter underage drinking, encourage seat belt use, and curb distracted driving.

Schools provide well-defined and somewhat controlled audiences for numerous traffic safety messages, such as seat belt use, and impaired and distracted driving. Education and other communication strategies can be tailored to a specific audience. School programs have been shown to increase seat belt use in the few evaluations of school programs that have been conducted.

Evidence of Effectiveness: CTW, Chapter 1, Section 6.5; Chapter 2, Section 3.2; Chapter 6, Section 3.1; and Section 4.1

The AHSO anticipates spending approximately \$152,021.00 in 402 funds for young driver programming and \$145,000 in 402 funds on the novice driver program for communication, media, and education in FFY 2023.

Planned Activities/Projects Description

The following planned activities will support these countermeasures in FFY 2023:

- Public Education, PE-3
- Safe Communities Activities, SC-1
- Impaired Driving Focus, ID-2

Target: 1

Planned Activity: Safe Communities Activities, SC-1

Project Title: Alaska Injury Prevention Center (DBA Center for Safe Alaskans) Young Driver Safety

Project Number: SA-23-19-BL(A)

Description: The principal objective of this project is to increase knowledge of individual driving behavior as well as increase positive safe driving behaviors through implementation of self-regulation training, which will lead to a decrease in motor vehicle crashes and reduce death and injury among young drivers.

Safe Alaskans will provide a Teen Safe Driving Resource Toolkit to ten high schools around Alaska, including resources for students to share messaging on social media, and other activities in a peer-to-peer safe driving campaign. Safe Alaskans will also engage youth at four schools in evidence-based peer-to-peer social norms campaigns related to substance use/misuse associated with impaired driving. High schools or youth serving organizations will be recruited and the Center will provide support in designing, implementing, and evaluating transportation safety projects related to occupant protection, distracted, and impaired driving (both alcohol and marijuana impairment).

Safe Alaskans will also conduct self-regulation training for 50 young drivers and evaluate improvement in participants' driving behavior to include distracted driving, aggressive driving, and speeding. Evaluation will include self-reported attitudes, knowledge, and beliefs as well as pre- and post-simulated driving assessments (Ready Assess) for each participant. Lastly, Safe Alaskans will educate parents and young drivers on Alaska's graduated driver's licensing law.

Grantee: AIPC, DBA Center for Safe Alaskans

Budget/Funding Source: \$152,021.00 Section 402 **Eligible Use of Funds:** 402 SA (BIL)

Match: \$12,000 **Local Benefit:** \$152,021

Evidence of Effectiveness: CTW, Chapter 1, 6.5; Chapter 2, Section 3.2; Chapter 6, Section 3.1

Target: 1

Planned Activity: Public Education, PE-3

Project Title: Educational Traffic Safety Media Buys (Young Drivers)

Project Number: 402 PM-23-25-BL (E)

Description: This project funds the media buys on behalf of the AHSO to assist in fulfillment of its HSP and SHSP goals to reduce young driver crashes.

Grantee: Media Agency

Budget/Funding Source: \$145,000, Section 402 **Eligible Use of Funds:** NHTSA 402 PM (BIL)

Match: \$0 **Local Benefit:** \$145,000

Evidence of Effectiveness: CTW, Chapter 8, Section 2.1, 3.1 and 4.1

3.9 Distracted Driving Program Area

Problem Identification

Alaska bans all motorists from texting while driving. The state's texting while driving law, which became effective July 1, 2016, reduced the texting-while-driving penalty in cases which do not involve physical injury or death to another person results in a citation punishable by a \$500 fine, with no threat of jail time. In cases where a texting-related crash results in injury, the violation escalates to a felony, the maximum fine is \$50,000, and the maximum prison sentence is five years. Serious injury crashes due to texting while driving carry a maximum \$100,000 fine, while the maximum fine for a fatality resulting from a texting-related crash is \$250,000 and 20 years in prison.

The AHSO believes the most accurate quantifiable indicator for distracted driving in Alaska comes from the annual statewide attitudinal telephone survey regarding perceptions of driving safety. A component of the survey asks citizens for their opinions of distracted driving in the state that creates a solid quantifiable data metric for tracking motorists behavioral attitudes and actions towards distracted driving. The methodology and results of the most recent survey can be found in the following sections.

Attitudinal Survey Methodology

The Center for Safe Alaskans (CSA) in conjunction with Hays Research Group LLC (HRG) designed and implemented the 2021 phone survey in compliance with the NHTSA guidelines. A randomly selected representative sample of Alaska licensed drivers was asked a series of questions which addressed driver attitudes, awareness of highway safety enforcement and communication activities, and self-reported driving behavior. The questions focused on seatbelt and booster seat use, drinking and driving, cell phone usage, and distracted driving.

The interviews were conducted from August 17th thru 24th, 2021 and averaged 12 minutes in length. The random sample of 384 (n = 384) was drawn from randomly selected drivers. Respondents were screened to ensure they were all drivers, and the ratio of men to women and of age group levels was kept in proportion to state population figures within the margin of errors. The 2021 survey methodology had a quota of at least 60 percent of completed interviews with respondents on cell phones. An over-sample of Anchorage residents was done to gather enough responses to break down data for Anchorage only, however the overall data was weighted to reflect the actual population breakdown of the entire state of Alaska. The survey included both multiple choice and open-ended questions.

The probability is 19 out of 20, for the overall sample size, that if researchers had sought to interview every household from the sample frame above by using the same questionnaire, the findings would differ from these overall survey results by no more than 5 percentage points in either direction. Thus, the margin of error is +/- 5.0% for the overall sample. For the remaining subgroups, the sampling error may be larger.

The sampling error is not the only way in which survey findings may vary from the findings that would result from talking to every resident in the population studied. Survey research is susceptible to human and mechanical errors such as interviewer recording and data handling errors. However, the standardized procedures used by HRG including the use of Computer Assisted Telephone Interview software (CATI) eliminate such errors associated with paper and pencil methods thus keeping the human error potential to a minimum.

Interviews were monitored by the HRG Research Director to ensure validity of the data collected throughout the survey process. Members of the HRG team, employing SPSS software, analyzed the data. The primary procedures reported are frequencies and cross tabulations.

2021 Survey Demographics:

- 51 percent of respondents were females and 49 percent were males.
- 45 percent of the sample were college graduates.
- 77 percent were Caucasian, 21 percent were non-Caucasian, and 2 percent were Mixed.

Distracted Driving Related Survey Highlights

- Nearly half (48 percent) of Alaskan drivers report they have read, seen or heard about distracted driving in Alaska this summer.
- Of those respondents, about half (53 percent) recalled seeing distracted driving ads on television, followed by 43 percent who recalled hearing radio ads.

- Fourteen percent of Alaskan drivers' report talking on their cell phone while driving always or often, comparable to 2020 (15 percent).
- The number of respondents who say they never read or text while driving rose slightly from 67 percent in 2020 to 71 percent. Similar to previous years, only two percent of drivers report often reading or sending text messages compared to five percent in 2020.
- Hands-free cell phone usage increased dramatically from 38 percent in 2020 to 54 percent.
- Sixty four percent of Alaska residents believe it is very or somewhat dangerous to talk on the phone while driving, comparable to the previous year (74 percent).
- Alaska residents' attitudes about texting while driving remained the same, with a consistently strong, 90 percent, belief that it is very dangerous to text while driving.
- Thirty three percent of Alaskan drivers believe it is likely or very likely that you will get a ticket if texting while driving, while 74 percent believe it is likely or very likely that you will get in a collision.

Performance Target and Countermeasure Strategy Rationale

Distracted driving is a difficult program area to address because distracted driving citations and crash data in Alaska is largely unavailable or unreliable. For example, the Alaska CARE system indicated seven fatalities occurred due to distracted driving from 2015-2020, with no fatalities due to distracted driving in 2015, 2016, 2017, or 2019. Similarly, NHTSA FARS FIRST database reports an average of less than four fatal crashes per year involving a distracted driver between 2016 and 2020. In many cases, it may be challenging for on-scene law enforcement to determine whether distracted driving contributed to a crash, and therefore it is likely distracted driving is underreported. Furthermore, the AHSO was able to obtain little distracted driving citation data for analysis, none of which was statewide. What was obtained indicated writing citations for distracted driving is difficult due to the low numbers available for analysis. Additionally, the AHSO believes using citation data to develop targets creates a quota system for performance measures that is unethical.

Since more traditional forms of data for traffic safety are unclear on how prevalent distracted driving is in Alaska it becomes difficult to craft enforcement programs and countermeasures as found in other program areas of this HSP. However, like much of the nation, the AHSO knows distracted driving crashes, specifically with the use of mobile electronic devices, are under-reported and distracted driving is a problem. Until more crash data becomes available, our countermeasures are limited to educating the public about the dangers of distracted driving which is something the AHSO can track from the data in the statewide attitudinal awareness surveys.

The most recent attitudinal awareness survey in 2021 indicated 14 percent of Alaskan drivers report talking on their cell phone while driving always or often, compared to 15 percent in 2020. The number of respondents who said they never read or text while driving rose slightly to 71 percent. Only two percent of drivers indicated they often read or send text messages down from five percent in 2020. Hands-free cell phone usage increased to 54 percent from 38 percent in 2020. Also, 64 percent of Alaska residents believe it is very or somewhat dangerous to talk on the phone while driving. Alaska residents' attitudes about texting while driving remained essentially the same, with a consistently strong (90 percent) belief that it is very dangerous to text while driving. Thirty-three percent of Alaskan drivers believe it is likely or very likely that you will get a ticket if texting while driving, while 74 percent believe it is likely or very likely that you will get in a collision.

The AHSO chooses to be proactive and address distracted driving at some level, rather than ignore it, to reduce the level of injuries related to distracted driving even though they may not be reflected in the crash or citation data. From the attitudinal survey data available the AHSO strongly believes that increasing the awareness of being involved in a crash due to distracted driving is something which can be reliably tracked and addressed through a comprehensive educational and awareness program. The following is Alaska's selected quantitative target for this non-Core Measure performance area:

Performance Target

- Increase perceived risk of being involved in a collision if texting while driving from 74 percent (2021 attitudinal survey result for those who responded "likely" or "very likely") to 77 percent by 2023.

Countermeasure Strategies

As described in other program areas, the AHSO plans to continue our partnership with the media contractor to develop more robust messaging for the driving public about the dangers of distracted driving. NHTSA indicates that public information and education programs should be comprehensive, seasonally focused, and sustained.

Communication Campaign

The AHSO will utilize the expertise of our media contractor to develop targeted messaging focusing on distracted driving messages. The goal of this campaign is to make drivers aware of the dangers of distracted driving which, in turn, will reduce their use of cell phone devices while driving.

For the distracted driving campaign, the media contractor will try to reach 16-54 year old's, with a focus on 16-35 year old's. Since this is a growing issue, the aim is to provide education, prevention, and enforcement messaging. This will be done by reaching the major urban areas in the state, and scheduling the airing of messaging during high-volume traffic periods, such as the commute hours and summertime when Alaska has more tourists and travelers on the roads. The Alaska distracted driving paid media will also work to enhance any national media campaigns that NHTSA may promote about the dangers of distracted driving.

Evidence of Effectiveness: CTW, Appendix 4: Section 2.2

The AHSO anticipates spending approximately \$243,000 in 402 funds on distracted driving related paid media buys in FFY 2023.

Planned Activities/Projects Description

The following planned activity will support this countermeasure in FFY 2023:

- Public Education (PE-3)

Program costs to support distracted driving include Section 402 funds for paid media buys and are also listed in Section 3.12 – Paid Media.

Target: 1

Planned Activity Identifier: Public Education, PE-3

Project Title: Educational Traffic Safety Media Buys (Distracted Driving)

Project Number: 402 PM-23-25-BL(C)

Description: This project funds the media buys on behalf of the AHSO to assist in fulfillment of its goal to increase the public's awareness of distracted driving and the risk of being involved in a collision if texting while driving .

Grantee: Media Agency

Budget/Funding Source: \$243,000, Section 402

Eligible Use of Funds: NHTSA 402 PM (BIL)

Match: \$0

Local Benefit: \$243,000

Evidence of Effectiveness: CTW, Appendix 4: Section 2.2

3.10 Traffic Records Program Area

Problem Identification

Traffic records are a key component in the effort to improve safety on the State's transportation system by allowing for the analysis of crash data to aid in the deployment and evaluation of traffic safety countermeasures to move Alaska Toward Zero Deaths (TZD) on our roadways. The traffic records systems underpin the overall effort to make the maximum use of resources to improve safety.

The last assessment of Alaska's traffic records system was recently completed on April 8, 2022. A new five-year (2022 to 2026) Traffic Records Strategic Plan was adopted at the May 17, 2022 ATRCC meeting. The plan is based on the findings and recommendations documented in the 2022 traffic records assessment and the information provided by the State to the project team. The plan provides a comprehensive data-driven approach to traffic records.

The purpose of the strategic plan is to provide the ATRCC, DOT&PF, AHSO, and other traffic safety stakeholders a blueprint to improve their traffic records systems and increase the quality of the data for decision makers and researchers who rely on traffic records data. The plan is directed primarily at actions the ATRCC can help accomplish through its member agencies while pursuing the goal of improving traffic records. As such, it touches on the activities of all stakeholder agencies within the State. The Strategic Plan also helps the ATRCC fulfill the broad role of communication, coordination, and assistance among collectors, managers, and users of the various data systems in Alaska.

Members of the ATRCC organized and completed a thorough review of the 2022 Traffic Records Assessment report at their May 17, 2022 meeting. Because of the short turnaround time between the Traffic Records Assessment report being completed in April 2022 and the revision needed to qualify for 405c prior to July 1, 2022, the ATRCC did not have sufficient time to fully consider all aspects of the Traffic Records Assessment report. Focus was dedicated to a review of the priority recommendations and which recommendations the ATRCC felt were a priority and could be realistically achieved. In the coming year, further review of the report

will be conducted of the considerations detailed in the report and the ATRCC Strategic Plan will be revised as determined necessary. Further information about the full 2022 Assessment report can be found at: <https://dot.alaska.gov/stwdplng/hwysafety/trafficrecords.shtml>.

Performance Targets

Table 3.3 summarizes the priority recommendations from the assessment and the ATRCCs responses. All improvements made are expected to reflect the best practices identified in the Traffic Records Program Assessment Advisory. Following the assessment report out, the ATRCC reviewed the recommendations, identified the recommendations the state intends to address in FFY 2023, and developed the anticipated performance measures they plan to utilize. The ATRCC then approved their incorporation into the revised ATRCC Strategic Plan. Table 3.3 summarizes the priority recommendations from the assessment and the ATRCCs plans for implementing them or outlining recommendations they do not plan to address in FFY 2023.

Table 3.3 Traffic Records Assessment Priority Recommendations

Data System	2022 Assessment Recommendations ¹	Responses to Assessment Recommendations for FY 2023
Crash	Improve the applicable guidelines for the Crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.	<ul style="list-style-type: none"> • This is not a priority in FFY 2023 as focus is being given to catching up on the crash reporting backlog. Once the backlog is completed the ATRCC plans work with the AKDOT in FFY 2024 to assist in the development of a dashboard that will improve the accessibility of crash data to locals. • There is no priority to improve MMUCC compliance in FFY 2023, however, the ATRCC will consider coming up with a plan for when and how the state will work to update the crash reporting form again.
Crash	Improve the data dictionary for the Crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.	This will not be a priority of FFY 2023 as the priority is to get the crash data entry up to date.
Crash	Improve the data quality control program for the Crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.	<p>For FFY 2023, the ATRCC will work to develop a comprehensive quality control and assurance program to include performance measures that provide actionable information and a process for error correction. The ATRCC will look to determine if any of the following performance measures can be reported on and set a baseline and target:</p> <ul style="list-style-type: none"> • C-A-1: The percentage of crash records with no errors in critical data elements.

		<ul style="list-style-type: none"> • C-A-2: The percentage of in-State registered vehicles on the State crash file with Vehicle Identification Number (VIN) matched to the State vehicle registration file. • C-C-2: The percentage of crash records with no missing data elements. • C-C-3: The percentage of unknowns or blanks in critical data elements for which unknown is not an acceptable value.
Crash	Improve the interfaces with the Crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.	This will not be a priority of FFY 2023, will consider in future FFY once the crash backlog is taken care of.
Vehicle	Improve the data dictionary for the Vehicle data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.	This is not a priority at this time for the ATRCC. May consider in future FFY when systems are being updated or replaced.
Vehicle	Improve the data quality control program for the Vehicle data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.	<p>For FFY 2023, the ATRCC will work with the DMV to develop a comprehensive quality control and assurance program to include performance measures that provide actionable information and a process for error correction. The DMV will look to determine if any of the following performance measures can be reported on and set a baseline and target:</p> <ul style="list-style-type: none"> • V-A-1: The percentage of vehicle records with no errors in critical data elements. • V-C-2: The percentage of vehicle records with no missing data elements. • V-C-3: The percentage of unknowns or blanks in critical data elements for which unknown is not an acceptable value. • V-C-4: The percentage of vehicle records from large trucks and buses that have all of the following data elements: Motor Carrier ID, Gross Vehicle Weight Rating/ Gross Combination Weight Rating, Vehicle Configuration, Cargo Body Type, and Hazardous Materials (Cargo Only).

Driver	Improve the data quality control program for the Driver data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.	<p>For FFY 2023 the ATRCC will work with the DMV to develop a comprehensive quality control and assurance program to include performance measures that provide actionable information and a process for error correction. The DMV will look to determine if any of the following performance measures can be reported on and set a baseline and target:</p> <ul style="list-style-type: none"> • D-A-1: The percentage of driver records that have no errors in critical data elements. • D-A-2: The percentage of records on the State driver file with Social Security Numbers (SSN) successfully verified using Social Security Online Verification (SSOLV) or other means. • D-C-2: The percentage of driver records with no missing data elements. • D-C-3: The percentage of unknowns or blanks in critical data elements for which unknown is not an acceptable value.
Roadway	Improve the data dictionary for the Roadway data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.	This is not a priority at this time for the ATRCC. May consider in future FFY when systems are being updated or replaced.
Roadway	Improve the data quality control program for the Roadway data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.	<p>This is not a priority at this time. The ATRCC will seek additional input from David Oliver to determine if there are opportunities to address:</p> <ul style="list-style-type: none"> • R-U-1: The number of Model Inventory Roadway Elements (MIRE) compliant data elements entered into a database or obtained via linkage to other databases.
Roadway	Improve the procedures/ process flows for the Roadway data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.	<p>This is not a priority at this time. The ATRCC will seek additional input from David Oliver to determine if there are opportunities to address:</p> <ul style="list-style-type: none"> • R-X-1: To measure accessibility of a specific file in the roadway database:

		<ul style="list-style-type: none"> ○ Identify the principal users of the file ○ Query the principal users to assess (a) their ability to obtain the data or other services requested and (b) their satisfaction with the timeliness of the response to their request ○ Document the method of data collection and the principal users' responses
Citation & Adjudication	Improve the data quality control program for the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.	<p>Alaska has citation QA/QC issues due to 12 Payee cities, like APD, so a lot of citations are missing. The issue the ATRCC will try to address in FFY 2023 is there a way to get the Payee city data? Rick Roberts and the new LEL brought on by AHSO will get together to speak with APD and other Payee cities about how to get their citation data. The current data can be queried but it will not be complete due to the Payee cities so the ATRCC will look into potentially improving Completeness as a metric/target for getting cities to provide citation data. Furthermore the ATRCC will look at opportunities to address this in FY 23 and ATRCC could fund Payee cities to get their citation data.</p> <ul style="list-style-type: none"> • C/A-U-2: The percentage of citation records entered into the database with common uniform statewide violation codes.
Citation & Adjudication	Improve the interfaces with the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.	<p>The Center for Safe Alaskans is exploring if/how to link citation thru APD with crash and injury data in FY 2023 for future potential evaluation on the following performance measure:</p> <ul style="list-style-type: none"> • C-I-1: The percentage of appropriate records in the citation file that are linked to another system or file. Examples: DWI citations linked to adjudication file.
Injury Surveillance	Improve the data quality control program for the Injury Surveillance systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.	This is not a priority of the ATRCC in FFY 2023.

Injury Surveillance	Improve the interfaces with the Injury Surveillance systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.	This is not a priority of the ATRCC in FFY 2023.
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¹ to reflect best practices identified in the Traffic Records Program Assessment Advisory

Countermeasure Strategies

In FFY 2023, the AHSO will provide funding for three projects that support the Traffic Records Strategic Plan. The projects address one or more priority recommendations.

Improve the Interfaces of Injury and Crash Data (Anchorage crash and Alaska Trauma Registry data)

The AHSO will fund a project with the Alaska Injury Prevention Center (DBA Center for Safe Alaskans) to refine the data linkage system between Anchorage crash data and the Alaska Trauma Registry.

Improve the Interfaces with the Crash Data System/Improve the Data Quality Control Program for the Crash Data System (Crash Data Entry Services)

The AHSO will continue to contract with a vendor to provide crash data entry services to help reduce the backlog of data and improve the timeliness of crash data analysis. The vendor will enter motor vehicle crash data from the driver (12-209) and law enforcement (12-200) forms into DOT&PF’s crash data entry system to continue help on catching up on the backlog of data. This program will help to improve the interfaces with the crash data system, improve the data quality control program for the crash data system, as well as improve the timeliness of the data available for analysis.

Improve the interfaces with the Citation and Adjudication systems. Improve the data quality control program for the Citation and Adjudication systems. Improve the interfaces with the Crash data system. Improve the data quality control program for the Crash data system.

The AHSO has paid, and anticipates continuing to pay, for the license and maintenance fees for TraCS, Easy Street Draw, Incident Locator Tool, and any additional license or maintenance fees (such as MACH) necessary for State and Local Law Enforcement Agencies to successfully use the TraCS program. By providing these fees, State and Local Law Enforcement use these tools without cost for utilizing TraCS. The AHSO does not provide funding support for proprietary crash and citation software.

The Traffic Records Strategic Plan is the guiding document for the ATRCC, a body composed of members from the different data owners, and stakeholders involved in collecting and using data related to highway safety. Section 405c funds provide guidance for traffic records projects planned, implemented, and managed by the ATRCC. The Strategic Plan is based on expert recommendations from the 2022 Traffic Records Assessment. By following the assessment recommendations many of the planned strategies will help achieve our goals. The plan is the committee’s charter and provides guidance and helps monitor progress.

As mentioned previously, Alaska utilizes data driven decision-making to select, assess, and monitor projects that in combination with the totality of our safety planning will lead to safer roadways. The AHSO will continue to partner with the ATRCC to address areas like timeliness, accuracy, completeness, and accessibility because traffic records impact all areas of safety programming. The performance targets and performance measures noted below support the State’s Section 405c grant application. The projects identified for FFY 2023 were

chosen to support the Traffic Records Strategic Plan strategies, strengthen Alaska's traffic records information systems, and improve the quality of data used by partners and stakeholders to make safety investment decisions and safety improvements. In turn, these strategies and projects will combine to improve the quality, accessibility, and timeliness of traffic records throughout the State. All proposed strategies will aid in the identification of traffic safety problem areas in the State and help in the development of countermeasures to address them.

The Traffic Records Assessment priority recommendations addressed by the 2023 projects include:

- Improve the Interfaces of Injury and Crash Data.
- Improve the Interfaces with the Crash Data System.
- Improve the Data Quality Control Program for the Crash Data System.
- Improve the interfaces with the Citation and Adjudication Systems.
- Improve the data quality control program for the Citation and Adjudication Systems.
- Improve the interfaces with the Crash Data System.
- Improve the data quality control program for the Crash Data System.

The AHSO has previously funded the development of TraCS software which includes the uniform citation form, DUI citation form, DUIPak, long and short form crash reports, and the update/continuation form. This software is available at no charge to all Alaska law enforcement agencies. As a result, the AHSO does not provide funding support for proprietary crash and citation software. The AHSO will continue to support the maintenance and upgrade of TraCS software and training activities for agencies that implement TraCS. Items eligible for funding under a TraCS project may include computer software (other than citation and crash form software) and hardware needed to implement TraCS or traffic records management systems. The AHSO will continue to support the TraCS through payment of the license fee that enables state and local law enforcement to submit crash reports and citations electronically through the TraCS program. Anticipated improvements will be improved interfaces, data quality, and timeliness with the citation and adjudication and crash data systems.

The AHSO provides support to the ATRCC in implementation of the FFY 2022 Traffic Records Strategic Plan. The Traffic Records Coordinator serves as the champion for safety data initiatives and markets the traffic records ideal throughout the State and administers the daily business of the committee. All aspects of the Strategic Plan are maintained and managed by the Coordinator, as well as providing regular progress reports to Federal sponsors about its implementation.

The NHTSA Traffic Records Program Assessment Advisory, which is the framework for the conduct of Traffic Records Assessments states that the ATRCC coordinator is designated by the committee to aid the technical ATRCC chair, the executive ATRCC, and technical ATRCC. The coordinator may be an employee of a key custodial agency or a contractor. In Alaska, the TRCC Coordinator is housed in the AHSO. Specific duties include coordination of the technical ATRCC at the direction of the chair; coordination of the development, implementation, and maintenance of the ATRCC strategic plan; and providing secretariat support for the executive ATRCC.

The AHSO fully supports the evidence of the effectiveness of having a Traffic Records Coordinator. The Traffic Records Coordinator in conjunction with the ATRCC will work to continue to improve the accessibility, timeliness, uniformity, and accuracy of traffic records in the state. Grant awards will be based on the outcomes of the ATRCC's proposal review, the availability of 405c funding, and each project's ability to improve traffic records in the State.

The AHSO anticipates spending approximately \$299,917 in 405c funds on data improvement programming in FFY 2023.

Planned Activities/Projects Description

The following planned activities will support these countermeasures in FFY 2023:

Target: Improve the interfaces of Injury and Crash data.

Planned Activity: Data Program Activities, TR-2

Project Title: Data Linkage – Alaska Injury Prevention Center (DBA Center for Safe Alaskans)

Project Number: 405c M3DA-23-00-FA(D)

Description: The Center for Safe Alaskans, in collaboration with the Municipality of Anchorage, will continue refinement of the probabilistic data linkage system between Anchorage crash data and the Alaska Trauma Registry. With 40 percent of Alaska's population in Municipality of Anchorage (MOA), this will provide substantial access to integrated crash and injury data. The goals and objectives for FFY 2023 center on completion of citation data integration and additional linkage(s) to help assess causal effects and underlying behaviors that lead to injury or fatality. This phase is dedicated to help attain these goals by adding 2021-2022 data to the linkage dataset and attempting to integrate additional injury surveillance data sets including Emergency Medical Services, and Emergency Department (through the Health Facilities Discharge dataset) as well as citation data through the Department of Public Safety.

Successful integration of injury surveillance and citation data with crash report data can reveal trends in actions versus consequences, lead to answers, indicate possible proactive measures, while presenting endless possibilities for positive use. Activities will include completing manual quality control, and continuing to explore links to other data sets, build a public-facing linked dataset, and add GIS data.

Budget/Funding Source: \$104,917.00 Section 405c **Eligible Use of Funds:** 405c Data Program (FAST Act)

Match: \$3,500 **Local Benefit:** \$0

Evidence of Effectiveness: Improves accessibility and integration between one or more core highway Safety databases; Supports the Traffic Records Strategic Plan

Targets: Improve the interfaces with the Crash data system. Improve the data quality control program for the Crash data system.

Planned Activity: Data Program Activities, TR-2

Project Title: Crash Data Entry Services

Project Number: 405c M3DA-23-00-FA(B)

Description: The AHSO will contract with a vendor to provide crash data entry services. The vendor will enter motor vehicle crash data from the driver (12-209) and law enforcement (12-200) forms into DOT&PF's crash data entry system to continue help on catching up on the backlog of data. Anticipated improvements from this project will address the following Traffic Records Strategic Plan attributes of integration, timeliness, and accuracy. 1) Crash data management reports on items such as timeliness will be provided to the ATRCC on at least an annual basis; and 2) Continuously improve upon each of these metrics on an annual basis: It is anticipated in FFY 2023 the data entry contractor will have entered all 2021 and 2022 crash data so then the time of availability of the crash data being available for analysis will be reduced to 180 days from over 500 days currently.

Budget/Funding Source: \$85,000 Section 405c

Eligible Use of Funds: 405c Data Program FAST Act

Match: \$0

Local Benefit: \$0

Evidence of Effectiveness: N/A

Targets: Improve the interfaces with the Citation and Adjudication systems. Improve the data quality control program for the Citation and Adjudication systems. Improve the interfaces with the Crash data system. Improve the data quality control program for the Crash data system.

Planned Activity: Data Program Activities, TR-2

Project Title: Traffic and Criminal Software (TraCS) Licensing Fee

Project Number: 405c M3DA-23-00-FA(A)

Description: The AHSO has paid, and anticipates continuing to pay, for the license and maintenance fees for TraCS, Easy Street Draw, Incident Locator Tool, and any additional license or maintenance fees (such as MACH) necessary for State and Local Law Enforcement Agencies to successfully use the TraCS program. By providing these fees, State and Local Law Enforcement may use these tools without cost.

The AHSO has previously funded the development of TraCS software which includes the uniform citation form, DUI citation form, DUIPak, long and short form crash reports, and the update/continuation form. This software is available at no charge to all Alaska law enforcement agencies. As a result, the AHSO does not provide funding support for proprietary crash and citation software. The AHSO will continue to support the maintenance and upgrade of TraCS software and training activities for agencies that implement TraCS. Items eligible for funding under a TraCS project may include: computer software (other than citation and crash form software) and hardware needed to implement TraCS or traffic records management systems. The AHSO will continue to support the TraCS through payment of the license fee that enables state and local law enforcement to submit crash reports and citations electronically through the TraCS program.

Budget/Funding Source: \$110,000 Section 405c

Eligible Use of Funds: 405c Data Program FAST Act

Match: \$0

Local Benefit: \$0

Evidence of Effectiveness: Supports the Traffic Records Strategic Plan

3.11 Planning and Administration Program Area

The Alaska Highway Safety Office will serve as the primary agency responsible for ensuring that the state's highway safety concerns are identified and addressed through the development and implementation of appropriate countermeasures.

Goal

To administer a fiscally responsible, effective highway safety program that is data driven, includes strategic partners and stakeholders, and addresses the state's specific safety characteristics.

Performance Targets

1. Conduct a Stakeholders' meeting to receive input for development of the FFY 2024 Highway Safety Performance Plan.
2. Deliver the FFY 2022 Annual Report by December 31, 2022.
3. Deliver the Federal Fiscal Year 2024 Highway Safety Plan by July 1, 2023.

Countermeasure Strategies

The AHSO will serve as the primary agency responsible for ensuring the State's highway safety concerns are identified and addressed through the development and implementation the State and Community Highway Safety Grant Program and other state and Federally funded highway safety programs. To fulfill this responsibility, the AHSO conducts analysis of data to identify the State's overall highway safety problems and set performance targets, selects, and implements countermeasure strategies and programs, monitors progress and evaluates program results each year. The AHSO works with a wide variety of partners and safety stakeholders at the Federal, state, and local level to impact highway safety and reduce traffic related crashes, fatalities, and injuries. A more complete description of the process followed by the AHSO is in the Highway Safety Planning Process section.

The AHSO provides management, supervision, and support services for the activities necessary to carry out this responsibility. Planning and Administration provides for the management of the AHSO programs, including employment of personnel to manage programs, associated travel, conference fees, and operating expenses.

The AHSO's goal is to administer a fiscally responsible and effective highway safety program that is data-driven, includes strategic partners and stakeholders, and addresses the State's specific safety characteristics.

In FFY 2023, the AHSO will:

1. Administer the statewide traffic safety program:
 - a. Implement the FFY 2023 HSP and develop future initiatives.
 - b. Provide sound fiscal management for traffic safety programs.
 - c. Continue coordination of the HSP with the SHSP and other state plans through collaboration with other Federal, state, and local agencies.
 - d. Assess program outcomes.
2. Provide data required for Federal and state reports.
3. Provide program staff, professional development, travel funds, space, equipment, materials, and fiscal support, as needed.
4. Provide data and information to policy and decision-makers on the benefits of various traffic safety laws.
5. Continuously identify and prioritize highway safety problems for future AHSO attention, programming, and activities.
6. Implement program management and oversight for all activities within this program area as a tool to enhance risk management of grantees.

The AHSO estimates spending approximately \$432,000 in 402 funds to provide management, supervision, and support services for the activities necessary to carry out its responsibilities in FFY 2023.

The following planned activity will support this countermeasure in FFY 2023:

- Planning and Administration (PA-2)

Law Enforcement Liaison

The AHSO brought on a Law Enforcement Liaison (LEL) coordinator mid-year in FFY 2022 to support the state's traffic safety programming involving law enforcement activities across all program areas. The full-time LEL plays a pivotal role in assisting police agencies in analyzing their crash data to identify hot spots and corridors, implementing high-visibility enforcement strategies, and collecting and reporting citation data. The LEL will also work to bring on additional law enforcement agencies to participate in various traffic safety initiatives, such as the national Drive Sober or Get Pulled Over and Click It or Ticket campaigns and help onboard more law enforcement agencies to utilize the TraCS reporting system for crashes and citations. The AHSO plans for this work to continue in FFY 2023 with law enforcement.

Planned Activities/Projects Description

Planned Activity: Planning and Administration, PA-2

Project Title: Indirect Cost Allocation Plan (ICAP)

Project Number: N/A

Description: The ICAP is charged on all funding sources and is shown on each voucher submitted by the State of Alaska. Direct costs are those that have been incurred for a single purpose and are readily assignable to the cost objective specifically benefitted. Direct costs occur in both operations and in capital projects. Projects are charged directly for personal services costs (including fringe benefits) and equipment usage through the Time and Equipment (T&E) reporting system. Fringe benefit cost percentages applied in the Time and Equipment process are calculated by the federally approved Labor Rate methodology that is separately approved by FHWA. Projects are charged directly for the use of materials lab services using rates that have been approved through the DOT&PF's ten small cost allocation plans (also separately approved by FHWA). Projects are charged directly for other non-personal services costs according to the project scope and the applicable federal grant award. AKDOT has not received approval from FHWA about the FFY 2023 ICAP rate, as of the drafting of this report in July 2022 (rate runs on state fiscal year 7/1-6/30 and subject to change with start of the new state fiscal year). In the meantime, the FFY 2022 rate of 6.78 percent was used for the purposes of the calculation.

Budget/Funding Source: \$500,430.37 Section 402, 405 b, c, d, h

Eligible Use of Funds: NHTSA 402 Planning and Administration (BIL), 405 b, c, d, h (FAST and BIL)

Match: \$0

Local Benefit: \$0

Planned Activity: Planning and Administration, PA-2

Project Title: AHSO Operations/Planning and Administration

Project Number: 402 PA-23-00-BL

Description: Personnel costs, operating costs, travel expenses, conferences and training, memberships (e.g., GHSA, APOA, AACOP, WIP, and SMSA), supplies, equipment costs, and contractual services will provide the statewide program direction, financial, and clerical support, property management, and audit for the 402 statewide programs.

Budget/Funding Source: \$300,000 Section 402

Eligible Use of Funds: NHTSA 402 Planning and Administration (BIL)

Match: \$87,496

Local Benefit: \$0

Planned Activity: Planning and Administration, PA-2

Project Title: Alaska Highway Safety Summit

Project Number: 402 PT-23-06-BL (D)

Description: The AHSO plans to host a two-day Alaska Highway Safety Summit in 2023 if COVID-19 is under control. The purpose of the conference is to gather highway safety professionals and stakeholders from around the state to discuss what is being done to address highway safety issues, update the state's safety community on best practices and new initiatives, and discuss future plans. Expenses related to hosting the conference include speaker costs, meeting space, and travel assistance for select attendees.

Grantee: AHSO

Budget/Funding Source: \$100,000 Section 402

Eligible Use of Funds: NHTSA 402PT (BIL)

Match: \$0

Local Benefit: \$100,000

Planned Activity: Safe Communities Evaluation, SC-5

Project Title: Attitudinal Survey

Project Number: 402 SA-23-19-BL (E)

Description: The AHSO will contract with a vendor to conduct the annual attitudinal surveys to assess self-reported behavior, campaign recognition, and judge effective messaging of various campaigns. These surveys assist the AHSO in determining appropriate messaging for our target demographics and judge effectiveness on the AHSO's ability to affect social marketing of traffic safety issues. In addition, the surveys will provide a breakdown of the respondents' answers by region of the state, vehicle type, age, sex, and race. Survey findings will inform the development of enforcement and educational efforts to address these groups.

Grantee: AIPC, DBA Center for Safe Alaskans

Budget/Funding Source: \$32,000.00 Section 402

Eligible Use of Funds: NHTSA 402 SA (BIL)

Match: \$0

Local Benefit: \$32,000

Target: 1

Planned Activity: ID-2

Project Title: Statewide LEL

Project Number: 402 PT-23-06-BL(C)

Description: This project will fund the activities of the statewide Law Enforcement Liaison who will function as an extension of the AHSO. The LEL will assist with recruiting law enforcement agencies to work impaired driving projects and will help police agencies in analyzing their crash data to identify impaired driving hot spots and corridors, implement high-visibility enforcement strategies, and collect and report citation and HVE data. The LEL also will work with Alaska's Drug Recognition Experts (DRE) to address deployment and

training/recertification for law enforcement (ARIDE – Advanced Roadside Impaired Driving Enforcement) and education professionals (DITEP – Drug Impairment Training for Education Professionals). In addition the LEL will attend regional and national training opportunities as they arise to learn best practice for law enforcement to strategies for improving traffic safety and to gain training from more experienced LEL professionals throughout the country.

Grantee: LEL Contractor

Budget/Funding Source: \$80,000 Section 402

Eligible Use of Funds: NHTSA 402PT (BIL)

Match: \$0

Local Benefit: \$80,000

Evidence of Effectiveness: CTW, Chapter 1, Sections 2.2, 2.5, 7.1

3.12 Strategic Communications Plan

The AHSO will again implement a more robust statewide strategic communications plan that supports the strategies outlined in the FFY 2023 HSP and Alaska’s Strategic Highway Safety Plan. The AHSO will contract with a communications consultant to oversee the development and implementation of the plan which will have an overarching/umbrella campaign focus of “Toward Zero Deaths, Everyone Counts on Alaska’s Roadways” in alignment with the SHSP. The goals of the campaign are to:

- Educate roadway users about their roles and responsibilities for safely sharing the road with all users.
- Change the behavior and attitudes of roadway users in key demographics resulting in a decrease in the incidence of crashes resulting in death, injury, and/or property damage.
- Increase public awareness of the enforcement of traffic safety laws in an effort to achieve a zero deaths goal.

To augment the communications plan, the AHSO will again contract with a sports marketing consultant to deliver a combination of impaired driving, proper restraint use, speed, young drivers, pedestrian, motorcycle, and aggressive driving (includes speeding) messages to target key demographics and engage fans during sporting and entertainment events and in high schools around the state. In scenarios where the COVID-19 pandemic prevents in-person school visits, presentations will be delivered virtually through Zoom or a similar platform where possible. Should school visits or presentations not be feasible, the project will be completed as a digital campaign virtual presentation. Engaging fans will also shift to more of a digital focus.

Countermeasure Strategies

Communication Campaign

The strategic communications plan will support the initiatives outlined in AHSO’s FFY 2023 HSP and Alaska’s SHSP with a particular focus on alcohol impaired and aggressive driving (which includes speeding) and proper restraint use for motor vehicle occupants of all ages; and focusing on the designated safety corridors. The plan will support Alaska’s participation in the national Click It or Ticket and Drive/Ride Sober or Get Pulled Over high-visibility enforcement mobilizations. Consistent with NHTSA communications best practices, wherever possible, plan objectives include both high-visibility messages and tactics, as well as social norming messages

and tactics. HVE efforts like Click It or Ticket are the campaign “brand” and are promoted at specific times of the year to coincide with national advertising and local enforcement for maximum impact, optimizing paid media.

Over the past five years, the AHSO has increased funding for paid, earned, and owned media, including social media, to address the behavioral emphasis areas in the HSP and SHSP. The communications consultant will work with AHSO’s partners to develop Alaska-specific radio and television spots and/or to retag spots available from NHTSA’s Office of Communications and Consumer Information. Outdoor advertising (e.g., billboards, bus backs) also will be included in the plan, if appropriate.

The creative and media buys will be targeted to reach key demographic groups (e.g., males between 18 and 35 years of age, alcohol impaired motorcyclists) with critical safety messages (e.g., Drive/Ride Sober or Get Pulled Over) at key times of the year (e.g., in conjunction with national mobilizations and appropriate state events). All media materials will be tagged with Alaska’s Zero Fatalities logo. Campaigns vary in quality, size, duration, funding, and many other ways. Effective campaigns identify a specific target audience and communications goal and develop messages and delivery methods that are appropriate to – and effective for – the audience and goal.

All media will be evaluated to assess its effectiveness in reaching the target audience. Particular measures will include:

- Paid media tactics employed, along with channel, duration, and impressions generated.
- Type and amount of collateral material (e.g., brochure, poster, safety aid) distributed, to whom and for what.
- Media coverage generated by AHSO and/or partner-related public outreach tactics (e.g., press releases/conference, safety fairs, campaigns), including channel, estimated audience reach/impressions, tone (e.g., neutral, positive, negative), and value/advertising equivalency.
- On-line engagement, including unique visits to the AHSO web site, page clicks, and social media activities.

AHSO also will include questions in its annual behavioral safety attitudinal survey that measure public awareness of its key safety messages disseminated through paid, owned, and earned media.

Additionally, the AHSO will support a project designed to reach Alaska’s high-risk target audiences attending sporting events and entertainment venues located across the state. The messaging for this project will be tailored to meet the strategic communication campaign objectives of impaired driving, proper restraint use, speed, young drivers, pedestrian, and aggressive driving (includes speeding). The reach of this effort will blanket the state in geographic location and season and will include the following venues/events: summer league baseball, college athletics, high school state athletic tournaments, motorsports, motorcycle rides and rallies, beer and wine festivals, premier winter sporting events, professional hockey and arena events, and other fairs and festivals. The sports marketing consultant will also oversee implementation of a School Influencer Curriculum, which is a program created on the concepts and principles of the 2015 Governor’s Highway Safety Association’s (GHSA) report “UNDER THEIR INFLUENCE: The New Teen Safe Driving Champions”.

This project will be part of a comprehensive traffic safety public information program implemented to raise awareness and change behavior in an effort to eliminate death, injuries, and economic losses in traffic crashes in the impaired driving, occupant protection, and speeding focus areas. Materials and supplies developed through this project provide the general population with safe driving messages relevant to impaired driving at sporting events and entertainment venues. Impaired driving related public service announcements (PSA) in the form of signage and public address announcements will be produced and distributed, and an interactive display will be set up at venues fully staffed with public information and education items. Public opinion survey questions specific to impaired driving will be conducted.

The consultant will also work to implement a peer-to-peer program in a minimum of 40 high schools throughout the state called *Choices Matter* which will focus on speed, bike/pedestrian, occupant protection, and impaired driving messages. *Choices Matter* will engage high schools around the state with in-person or virtual presentations with impactful stories focused on impaired driving, and speed. In addition, where possible an interactive display will be set up in each school with activities such as a driving simulator, seat belt game, and/or video selfie station where students are invited to record a video or take a photo with a highway safety message to share on their social media. Campaign materials will be given to each school to reinforce safety messages throughout the year, including campaign banners and posters to hang in the schools, sample announcements to be read, and digital campaign materials. To inform and educate parents about the program, a targeted social media marketing campaign will be promoted to the followers of each school. In scenarios where the COVID-19 pandemic prevents in-person school visits, presentations will be delivered virtually through Zoom or a similar platform where possible. Should school visits or presentations not be feasible, the project will be completed as a digital campaign to coincide with National Youth Traffic Safety Month in May.

The advancement in technology has affected the way people watch sporting events. Sports viewing is now a digitally interactive experience with fans commenting on the events on social media, posting photos, tracking scores, etc. The sports marketing consultant will use this technology to target a very specific demographic during major national sporting events such as the Super Bowl. A segmentation strategy will place digital messages on the mobile devices of sports fans fitting the demographic target who demonstrated an interest in alcoholic beverages with their social media habits during these major events.

The proven countermeasure strategy of high visibility enforcement, combined with high-visibility and social norming messages and tactics, is the cornerstone of AHSO's occupant protection and impaired driving countermeasures. The primary purpose of publicized highly visible enforcement is to encourage non-users to buckle up by increasing the perceived risk of receiving a ticket, and impaired drivers to avoid driving or find an alternative to getting to their destination.

Alaska utilizes data driven decision-making to select, assess, and monitor projects that in combination with the totality of our safety planning will lead to safer roadways. To provide the maximum impact and likelihood for impacting our high-risk drivers' behaviors regarding proper occupant restraint use, impaired and aggressive driving (including speeding), the AHSO conducts problem identification to identify the areas and populations with the highest rate of impaired and aggressive driving and unrestrained fatalities, and the lowest restraint usage rates. Alaska's traffic safety program is comprehensive in its geographic coverage, reach to high-risk populations, engagement with safety partners and advocates who implement evidence-based countermeasures, and funding support to ensure success. The AHSO uses input collected throughout the year from planning partners identified in the Highway Safety Planning Process section and the *Countermeasures That Work (CTW): A Highway Safety Countermeasure Guide for State Highway Safety Offices*, Tenth Edition, 2020 in the selection of effective, evidence-based countermeasure strategies for the FFY 2023 occupant protection, impaired driving and speed management program areas. By using evidence-based strategies, the

likelihood of our programs and projects reaching Alaska's performance targets increases the probability of success.

Mass media campaigns are a standard part of every State's efforts to reduce alcohol-impaired driving. Campaigns vary in quality, size, duration, funding, and many other ways. Effective campaigns identify a specific target audience and communications goal and develop messages and delivery methods appropriate to – and effective for – the audience and goal (Williams, 2007).

CDC's systematic review of 15 high-quality studies (Dinh-Zarr et al., 2001; Shults et al., 2004) found that short-term, high-visibility enforcement programs increased belt use by about 16 percentage points, with greater gains when pre-program belt use was lower. The same CDC systematic review observed that short-term, high-visibility enforcement campaigns increased belt use more among traditionally lower-belt-use groups, including young drivers, rural drivers, males, African Americans, and Hispanics (Shults et al., 2004).

Communications and outreach campaigns directed at low-belt-use groups have been demonstrated to be effective for targeted programs that support, and are supported by, enforcement. The effectiveness of stand-alone programs not supported by enforcement is unclear, though North Dakota has demonstrated success with its 2003 "Pick Up the Habit for Someone You Love" campaign. In a November 2004 study, an intensive campaign using the same Buckle Up in Your Truck message was conducted in Amarillo, Texas. The campaign used paid advertising emphasizing belt law enforcement and earned media featuring local law enforcement officers. Belt use in pickup trucks increased by 12 percentage points in Amarillo and belt use in cars increased by 8 percentage points. At the same time, belt use in a comparison community increased by 5 percentage points for pickup truck occupants and by 4 percentage points for car occupants (Solomon, Chaffe, et al., 2007).

The North Dakota and Amarillo campaigns are well-documented examples of successful programs that target low-belt-use groups. The programs used all the characteristics of effective communications and outreach campaigns: good target audience research, effective and creative message development, and good message placement using both paid and earned media. The overall South Central Region campaign produced only modest gains, but Kentucky (67 percent to 76 percent statewide), Mississippi (58 percent to 65 percent in targeted counties), North Dakota (66 percent to 80 percent in targeted counties), and Wyoming (55 percent to 70 percent in targeted counties) were able to achieve significant increases in seat belt use through their programs (Blomberg, Thomas, & Cleven, 2009).

Social norms marketing campaigns are a more recent approach to reducing alcohol-related crashes. They are built on the premise that an individual's behavior is influenced by his or her perceptions of how most people behave. A study in Montana demonstrated the potential effectiveness of this approach. Surveys of young adults 21 to 34 years old in Montana revealed only 20 percent had driven in the previous month after consuming two or more alcoholic drinks, although more than 90 percent thought their peers had done so. Based on this finding, a paid media campaign was developed with the normative message, "MOST Montana Young Adults (4 out of 5) Don't Drink and Drive." By the end of the campaign, there was a 13.7 percent difference in young adults who reported driving after drinking relative to a comparison community (Linkenbach & Perkins, 2005). During the campaign, reported drunk driving among young adults in target counties decreased from 22.9 percent to 20.9 percent, while the percentage in non-targeted counties increased from 16.9 percent to 28.6 percent (Linkenbach & Perkins, 2005).

Evidence of Effectiveness: CTW, Chapter 1, Section 2.2, 5.2, 6.5; Chapter 2, Section 2.1 and 3.2; Under Their Influence: The New Teen Safe Driving Champions (GHSA, 2015)

In FFY 2023, AHSO anticipates spending approximately \$37,000 in 402 funds for a media contractor, and the following for paid media: \$362,000 in 402 funds for occupant protection and CPS; \$145,000 in 402 funds for teen driving; \$243,000 in 402 funds for distracted driving; \$427,000 in 402 funds for speeding; \$19,000 in 402 funds for motorcycle safety; \$150,000 in 405h funds and \$24,000 in 402 funds for pedestrian and bicyclist safety; and \$700,000 in 405d funds and \$184,000 in 402 funds for impaired driving.

Paid Advertising Budget

The following planned activities will support these countermeasures in FFY 2023:

- Public Education Activities (PE-2)
- Public Education (PE-3)

Planned Activity: Public Education Activities, PE-3

Project Title: Communications Contractor

Project Number: 402 PM-23-25-BL (A)

Description: This project will fund the services of the media contractor who will develop media plans and place media buys on behalf of the AHSO to assist in fulfillment of its HSP and SHSP goals.

Grantee: Media Agency

Budget/Funding Source: \$37,000 NHTSA 402

Eligible Use of Funds: NHTSA 402 PM (BIL)

Match: \$0

Local Benefit: \$37,000

Planned Activity: Public Education, PE-3

Project Title: Educational Traffic Safety Media Buys

Project Numbers: 402 PM-23-25-BL(B); 402 PM-23-25-BL(C); 402 PM-23-25-BL(D); 402 PM-23-25-BL(E); 402 PM-23-25-BL(F); 405d M5PEM-23-01-BL(A); and 405h FHPE-23-00-FA(A)

Description: This project funds the media buys on behalf of the AHSO to assist in fulfillment of its HSP and SHSP goals.

Paid Media: \$200,000 Section 402 (OP and CPS); \$145,000 Section 402 (Teen Driving); \$243,000 Section 402 (Distracted); \$125,000 Section 402 (Speed); \$19,000 Section 402 (Motorcycle); \$150,000 Section 405h (Pedestrian/Bike); and \$700,000 Section 405d (Impaired Driving)

Grantee: Media Agency

Eligible Use of Funds: NHTSA 402 PM (BIL); 405d PM (BIL); 405h PM (FAST)

Match: \$0

Local Benefit: \$200,000

Evidence of Effectiveness: Refer to appropriate programmatic section.

Planned Activity: Public Education Activities, PE-2

Project Title: Special Events and Sports Marketing

Project Numbers: 402 PM-23-25-BL(G) (speed); 402 PM-23-25-BL(H) (impaired); 402 PM-23-25-BL (I) (occupant protection); 402 PM-23-25-BL(J) (bike/ped)

Description: This project is designed to reach a high-risk target demographics gathered for sporting events and entertainment venues located throughout the state which are not currently addressed directly in other paid media activities, thus the need to address them in this additional request for funds. The messaging for this project will be tailored to meet the strategic campaign objectives. This project will also oversee implementation of a high school influencer program around the state to promote highway safety messaging utilizing an impactful speaker series at high schools, and engagement with student and administrative leaders. Targeted campaigns of this project will focus on and break down as such:

- Summer Baseball (occupant protection)—\$48,000
- Alaska Fairs (speeding and occupant protection)—\$180,000
- College Athletics (impaired)—\$60,000
- Motorsports (speeding)—\$48,000
- Hockey, Rodeos and Arenas (speeding and impaired)—\$90,000
- Motorcycle Rides/Rallies Engagement (speeding and impaired)—\$30,000
- Beer, Wine & Community Festivals (impaired)—\$40,000
- High School Tournaments (speed)—\$80,000
- Choices Matter (speed, bicycle/pedestrian, occupant protection)—\$96,000

The AHSO plans to work with Alliance Highway Safety to implement this project. Alliance has the personnel and the years of experience in marketing, activation, and highway safety, to design, activate and report on successful campaigns. As attendees of GHSA and LifeSavers conferences for over 15 years, the Alliance management staff seeks training and advice from experts in the field of highway safety and regularly trains all levels of staff in new highway safety-related laws and issues. Alliance has successfully executed communication and outreach projects for 27 State Highway Safety Offices over the past 15 years.

The projects planned were all selected based on the high concentration of people attending the events who fit into the high-risk categories of young males prone to self-destructive behaviors. The profile of the attendees at the events fit closely with the profile of the most at-risk drivers for age, gender, and proximity to geographic areas with higher highway fatality totals.

Alliance has also worked closely with GHSA and the SADD national office on developing these planned activities.

Grantee: Alliance Highway Safety

Budget/Funding Source: \$302,000 (speed); \$184,000 (impaired); \$162,000 (occupant protection); \$24,000 (bike/ped) Section 402

Eligible Use of Funds: NHTSA 402 PM (BIL)

Match: \$0

Local Benefit: \$672,000

Evidence of Effectiveness: CTW, Chapter 1, Section 2.2, 5.2, 6.5; Chapter 2, Section 2.1 and 3.2; Under Their Influence: The New Teen Safe Driving Champions (GHSA, 2015)

3.13 NHTSA Equipment Approval

Alaska's equipment needs and the associated funding are unclear at this time. The AHSO will submit a letter to NHTSA requesting approval prior to any purchase of equipment valued over \$5,000.

3.14 164 and 154 Transfer Funds

One hundred percent of all new 164 and 154 penalty transfer funds will be used by the Department of Transportation and Public Facilities for eligible infrastructure-related projects as provided in the Section 164 and 154 regulations.

4.0 FFY 2023 Planned Activities and Project List

Table 4.1 is a list of the planned activities the AHSO will use in FFY 2023. Each planned activity name has an associated unique identifier. The appropriate planned activity name and identifier is included at the end of the countermeasures section and included in each project description throughout the HSP.

Table 4.1 FFY 2023 Planned Activities Identifiers

Planned Activity Identifier	Planned Activity Name
ID-1	Impaired Driving HVE
ID-2	Impaired Driving Focus
ID-2	Toxicology Services
ID-3	Public Education
ID-4	Impaired Driving Training
OP-1	Occupant Protection HVE
OP-2	Community CPS
OP-3	Public Education
OP-4	OP/CPS Training
OP-5	Occupant Protection Evaluation
PA-2	Planning and Administration
PB-2	Pedestrian/Bicycle Education & Safety
PE-2	Public Education Activities
PE-3	Public Education
PT-2	Police Traffic Services Activities
SC-1	Safe Communities Activities
SC-5	Safe Communities Evaluation
SP-1	Speed Enforcement
TR-2	Data Program Activities

Table 4.2 on the following page is a list of projects and an estimated amount of Federal funds for each project that the state proposes to conduct in FFY 2023 to meet the performance targets identified in the HSP.

Table 4.2 FFY 2023 Project List

Projects	Funding	Source
AST Speeding Fatality Reduction	\$484,000.00	402
Anchorage Police Department Glenn Highway Speed Reduction	\$192,702.00	402
AIPC (DBA Center for Safe Alaskans) – Older Adult Drivers (CarFit)	\$56,600.00	402
AIPC (DBA Center for Safe Alaskans) – Child Passenger Safety (CPS)	\$203,304.00	402
AIPC (DBA Center for Safe Alaskans) – Young Driver	\$152,021.00	402
AIPC (DBA Center for Safe Alaskans) – Bicycle and Pedestrian Safety	\$110,080.00	402
CIOT Enforcement	\$175,000.00	402
Communications Contractor	\$37,000.00	402
Educational/Safety Media Buys (Impaired Driving)	\$700,000.00	405d
Educational/Safety Media Buys (OP & CPS)	\$200,000.00	402
Educational/Safety Media Buys (Teen Driving)	\$145,000.00	402
Educational/Safety Media Buys (Distracted)	\$243,000.00	402
Educational/Safety Media Buys (Speed)	\$125,000.00	402
Educational/Safety Media Buys (Motorcycle)	\$19,000.00	402
Educational/Safety Media Buys (Pedestrian/Bicycle)	\$150,000.00	405h
Highway Safety Summit	\$100,000.00	402
Planning and Administration	\$300,000.00	402
Statewide LEL (Impaired Driving)	\$80,000.00	402
Attitudinal Survey	\$32,000.00	402
Toxicology Services	\$240,000.00	402
Fairbanks Safe Rider	\$129,324.00	405b
Mat-Su CPS Program	\$23,163.00	405b
Safe Kids Kenai	\$38,868.00	405b
OPUS	\$40,000.00	405b
Statewide CPS Coordinator	\$40,000.00	405b
Statewide CPS Co-Coordinator	\$40,000.00	405b
AIPC (DBA Center for Safe Alaskans) Data Linkage	\$104,917.00	405c
Crash Data Entry Services	\$85,000.00	405c
TraCS License Fee	\$110,000.00	405c
Anchorage PD Impaired Driving Unit	\$1,699,000.00	405d
Fairbanks PD Traffic Enforcement Unit (DUI)	\$114,000.00	405d
High-Visibility Enforcement DUI	\$250,000.00	405d
Special Events and Sports Marketing (Speed)	\$302,000.00	402
Special Events and Sports Marketing (Impaired)	\$184,000.00	402
Special Events and Sports Marketing (Occupant Protection)	\$162,000.00	402

Projects	Funding	Source
Special Events and Sports Marketing (Bike/ped)	\$24,000.00	402
Statewide DRE Program	\$290,000.00	405d
Indirect Cost Allocation Plan (ICAP)	\$500,430.37	402, 405(b), (c), (d), (h)

5.0 State Certifications and Assurances

5.1 Certification and Assurances for FFY 2023 Highway Safety Grants

Appendix A to Part 1300 – Certification and assurances for highway safety grants (23 U.S.C. Chapter 4; Sec. 1906, Pub. L. 109-59, as amended by Sec. 4011, pub. L. 114-94) which is signed by Alaska's Governor's Representative for Highway Safety was submitted separately to NHTSA.

Appendix A to Part 1300 – Certifications and Assurances for Fiscal Year 2022 Highway Safety Grants (23 U.S.C. Chapter 4; Sec. 1906, Pub. L. 109-59, As Amended By Sec. 4011, Pub. L. 114-94)

[Each fiscal year, the Governor’s Representative for Highway Safety must sign these Certifications and Assurances affirming that the State complies with all requirements, including applicable Federal statutes and regulations, that are in effect during the grant period. Requirements that also apply to subrecipients are noted under the applicable caption.]

State: Alaska

Fiscal Year: 2023

By submitting an application for Federal grant funds under 23 U.S.C. Chapter 4 or Section 1906, the State Highway Safety Office acknowledges and agrees to the following conditions and requirements. In my capacity as the Governor’s Representative for Highway Safety, I hereby provide the following Certifications and Assurances:

GENERAL REQUIREMENTS

The State will comply with applicable statutes and regulations, including but not limited to:

- 23 U.S.C. Chapter 4 – Highway Safety Act of 1966, as amended
- Sec. 1906, Pub. L. 109-59, as amended by Sec. 4011, Pub. L. 114-94
- 23 CFR part 1300 – Uniform Procedures for State Highway Safety Grant Programs
- 2 CFR part 200 – Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards
- 2 CFR part 1201 – Department of Transportation, Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards

INTERGOVERNMENTAL REVIEW OF FEDERAL PROGRAMS

The State has submitted appropriate documentation for review to the single point of contact designated by the Governor to review Federal programs, as required by Executive Order 12372 (Intergovernmental Review of Federal Programs).

FEDERAL FUNDING ACCOUNTABILITY AND TRANSPARENCY ACT (FFATA)

The State will comply with FFATA guidance, OMB Guidance on FFATA Subaward and Executive Compensation Reporting, August 27, 2010, (https://www.fsrs.gov/documents/OMB_Guidance_on_FFATA_Subaward_and_Executive_Compensation_Reporting_08272010.pdf) by reporting to FSRS.gov for each sub-grant awarded:

- Name of the entity receiving the award;
- Amount of the award;

- Information on the award including transaction type, funding agency, the North American Industry Classification System code or Catalog of Federal Domestic Assistance number (where applicable), program source;
- Location of the entity receiving the award and the primary location of performance under the award, including the city, State, congressional district, and country; and an award title descriptive of the purpose of each funding action;
- A Unique Entity identifier;
- The names and total compensation of the five most highly compensated officers of the entity if:
 - (i) the entity in the preceding fiscal year received—
 - (I) 80 percent or more of its annual gross revenues in Federal awards;
 - (II) \$25,000,000 or more in annual gross revenues from Federal awards; and
 - (ii) the public does not have access to information about the compensation of the senior executives of the entity through periodic reports filed under section 13(a) or 15(d) of the Securities Exchange Act of 1934 (15 U.S.C. 78m(a), 78o(d)) or section 6104 of the Internal Revenue Code of 1986;
- Other relevant information specified by OMB guidance.

NONDISCRIMINATION

(applies to subrecipients as well as States)

The State highway safety agency will comply with all Federal statutes and implementing regulations relating to nondiscrimination (“Federal Nondiscrimination Authorities”). These include but are not limited to:

- **Title VI of the Civil Rights Act of 1964** (42 U.S.C. 2000d *et seq.*, 78 stat. 252), (prohibits discrimination on the basis of race, color, national origin) and 49 CFR part 21;
- **The Uniform Relocation Assistance and Real Property Acquisition Policies Act of 1970**, (42 U.S.C. 4601), (prohibits unfair treatment of persons displaced or whose property has been acquired because of Federal or Federal-aid programs and projects);
- **Federal-Aid Highway Act of 1973**, (23 U.S.C. 324 *et seq.*), and **Title IX of the Education Amendments of 1972**, as amended (20 U.S.C. 1681-1683 and 1685-1686) (prohibit discrimination on the basis of sex);
- **Section 504 of the Rehabilitation Act of 1973**, (29 U.S.C. 794 *et seq.*), as amended, (prohibits discrimination on the basis of disability) and 49 CFR part 27;
- **The Age Discrimination Act of 1975**, as amended, (42 U.S.C. 6101 *et seq.*), (prohibits discrimination on the basis of age);
- **The Civil Rights Restoration Act of 1987**, (Pub. L. 100-209), (broadens scope, coverage and applicability of Title VI of the Civil Rights Act of 1964, The Age Discrimination Act of 1975 and Section 504 of the Rehabilitation Act of 1973, by expanding the definition of the terms "programs or activities" to include all of the programs or activities of the Federal aid recipients, subrecipients and contractors, whether such programs or activities are Federally-funded or not);
- **Titles II and III of the Americans with Disabilities Act** (42 U.S.C. 12131-12189) (prohibits discrimination on the basis of disability in the operation of public entities,

public and private transportation systems, places of public accommodation, and certain testing) and 49 CFR parts 37 and 38;

- **Executive Order 12898, Federal Actions to Address Environmental Justice in Minority Populations and Low-Income Populations** (prevents discrimination against minority populations by discouraging programs, policies, and activities with disproportionately high and adverse human health or environmental effects on minority and low-income populations); and
- **Executive Order 13166, Improving Access to Services for Persons with Limited English Proficiency** (guards against Title VI national origin discrimination/discrimination because of limited English proficiency (LEP) by ensuring that funding recipients take reasonable steps to ensure that LEP persons have meaningful access to programs (70 FR 74087-74100).

The State highway safety agency—

- Will take all measures necessary to ensure that no person in the United States shall, on the grounds of race, color, national origin, disability, sex, age, limited English proficiency, or membership in any other class protected by Federal Nondiscrimination Authorities, be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any of its programs or activities, so long as any portion of the program is Federally-assisted;
- Will administer the program in a manner that reasonably ensures that any of its subrecipients, contractors, subcontractors, and consultants receiving Federal financial assistance under this program will comply with all requirements of the Non-Discrimination Authorities identified in this Assurance;
- Agrees to comply (and require its subrecipients, contractors, subcontractors, and consultants to comply) with all applicable provisions of law or regulation governing US DOT's or NHTSA's access to records, accounts, documents, information, facilities, and staff, and to cooperate and comply with any program or compliance reviews, and/or complaint investigations conducted by US DOT or NHTSA under any Federal Nondiscrimination Authority;
- Acknowledges that the United States has a right to seek judicial enforcement with regard to any matter arising under these Non-Discrimination Authorities and this Assurance;
- Agrees to insert in all contracts and funding agreements with other State or private entities the following clause:

“During the performance of this contract/funding agreement, the contractor/funding recipient agrees—

- a. To comply with all Federal nondiscrimination laws and regulations, as may be amended from time to time;

- b. Not to participate directly or indirectly in the discrimination prohibited by any Federal non-discrimination law or regulation, as set forth in appendix B of 49 CFR part 21 and herein;
- c. To permit access to its books, records, accounts, other sources of information, and its facilities as required by the State highway safety office, US DOT or NHTSA;
- d. That, in event a contractor/funding recipient fails to comply with any nondiscrimination provisions in this contract/funding agreement, the State highway safety agency will have the right to impose such contract/agreement sanctions as it or NHTSA determine are appropriate, including but not limited to withholding payments to the contractor/funding recipient under the contract/agreement until the contractor/funding recipient complies; and/or cancelling, terminating, or suspending a contract or funding agreement, in whole or in part; and
- e. To insert this clause, including paragraphs (a) through (e), in every subcontract and subagreement and in every solicitation for a subcontract or sub-agreement, that receives Federal funds under this program.

THE DRUG-FREE WORKPLACE ACT OF 1988 (41 U.S.C. 8103)

The State will provide a drug-free workplace by:

- a. Publishing a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession or use of a controlled substance is prohibited in the grantee's workplace and specifying the actions that will be taken against employees for violation of such prohibition;
- b. Establishing a drug-free awareness program to inform employees about:
 - 1. The dangers of drug abuse in the workplace;
 - 2. The grantee's policy of maintaining a drug-free workplace;
 - 3. Any available drug counseling, rehabilitation, and employee assistance programs;
 - 4. The penalties that may be imposed upon employees for drug violations occurring in the workplace;
 - 5. Making it a requirement that each employee engaged in the performance of the grant be given a copy of the statement required by paragraph (a);
- c. Notifying the employee in the statement required by paragraph (a) that, as a condition of employment under the grant, the employee will –
 - 1. Abide by the terms of the statement;
 - 2. Notify the employer of any criminal drug statute conviction for a violation occurring in the workplace no later than five days after such conviction;
- d. Notifying the agency within ten days after receiving notice under subparagraph (c)(2) from an employee or otherwise receiving actual notice of such conviction;

- e. Taking one of the following actions, within 30 days of receiving notice under subparagraph (c)(2), with respect to any employee who is so convicted –
 - 1. Taking appropriate personnel action against such an employee, up to and including termination;
 - 2. Requiring such employee to participate satisfactorily in a drug abuse assistance or rehabilitation program approved for such purposes by a Federal, State, or local health, law enforcement, or other appropriate agency;

- f. Making a good faith effort to continue to maintain a drug-free workplace through implementation of all of the paragraphs above.

POLITICAL ACTIVITY (HATCH ACT)
(applies to subrecipients as well as States)

The State will comply with provisions of the Hatch Act (5 U.S.C. 1501-1508), which limits the political activities of employees whose principal employment activities are funded in whole or in part with Federal funds.

CERTIFICATION REGARDING FEDERAL LOBBYING
(applies to subrecipients as well as States)

Certification for Contracts, Grants, Loans, and Cooperative Agreements

The undersigned certifies, to the best of his or her knowledge and belief, that:

- 1. No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement;

- 2. If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions;

- 3. The undersigned shall require that the language of this certification be included in the award documents for all sub-award at all tiers (including subcontracts, subgrants, and contracts under grant, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by section 1352, title 31, U.S. Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

RESTRICTION ON STATE LOBBYING
(applies to subrecipients as well as States)

None of the funds under this program will be used for any activity specifically designed to urge or influence a State or local legislator to favor or oppose the adoption of any specific legislative proposal pending before any State or local legislative body. Such activities include both direct and indirect (e.g., "grassroots") lobbying activities, with one exception. This does not preclude a State official whose salary is supported with NHTSA funds from engaging in direct communications with State or local legislative officials, in accordance with customary State practice, even if such communications urge legislative officials to favor or oppose the adoption of a specific pending legislative proposal.

CERTIFICATION REGARDING DEBARMENT AND SUSPENSION
(applies to subrecipients as well as States)

Instructions for Primary Tier Participant Certification (States)

1. By signing and submitting this proposal, the prospective primary tier participant is providing the certification set out below and agrees to comply with the requirements of 2 CFR parts 180 and 1200.
2. The inability of a person to provide the certification required below will not necessarily result in denial of participation in this covered transaction. The prospective primary tier participant shall submit an explanation of why it cannot provide the certification set out below. The certification or explanation will be considered in connection with the department or agency's determination whether to enter into this transaction. However, failure of the prospective primary tier participant to furnish a certification or an explanation shall disqualify such person from participation in this transaction.
3. The certification in this clause is a material representation of fact upon which reliance was placed when the department or agency determined to enter into this transaction. If it is later determined that the prospective primary tier participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default or may pursue suspension or debarment.
4. The prospective primary tier participant shall provide immediate written notice to the department or agency to which this proposal is submitted if at any time the prospective primary tier participant learns its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.

5. The terms *covered transaction*, *civil judgment*, *debarment*, *suspension*, *ineligible*, *participant*, *person*, *principal*, and *voluntarily excluded*, as used in this clause, are defined in 2 CFR parts 180 and 1200. You may contact the department or agency to which this proposal is being submitted for assistance in obtaining a copy of those regulations.

6. The prospective primary tier participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency entering into this transaction.

7. The prospective primary tier participant further agrees by submitting this proposal that it will include the clause titled "Instructions for Lower Tier Participant Certification" including the "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion—Lower Tier Covered Transaction," provided by the department or agency entering into this covered transaction, without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions and will require lower tier participants to comply with 2 CFR parts 180 and 1200.

8. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant is responsible for ensuring that its principals are not suspended, debarred, or otherwise ineligible to participate in covered transactions. To verify the eligibility of its principals, as well as the eligibility of any prospective lower tier participants, each participant may, but is not required to, check the System for Award Management Exclusions website (<https://www.sam.gov/>).

9. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.

10. Except for transactions authorized under paragraph 6 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal government, the department or agency may terminate the transaction for cause or default.

Certification Regarding Debarment, Suspension, and Other Responsibility Matters-Primary Tier Covered Transactions

(1) The prospective primary tier participant certifies to the best of its knowledge and belief, that it and its principals:

- (a) Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participating in covered transactions by any Federal department or agency;
- (b) Have not within a three-year period preceding this proposal been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State or local) transaction or contract under a public transaction; violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property;
- (c) Are not presently indicted for or otherwise criminally or civilly charged by a governmental entity (Federal, State or Local) with commission of any of the offenses enumerated in paragraph (1)(b) of this certification; and
- (d) Have not within a three-year period preceding this application/proposal had one or more public transactions (Federal, State, or local) terminated for cause or default.

(2) Where the prospective primary tier participant is unable to certify to any of the Statements in this certification, such prospective participant shall attach an explanation to this proposal.

Instructions for Lower Tier Participant Certification

1. By signing and submitting this proposal, the prospective lower tier participant is providing the certification set out below and agrees to comply with the requirements of 2 CFR parts 180 and 1200.

2. The certification in this clause is a material representation of fact upon which reliance was placed when this transaction was entered into. If it is later determined that the prospective lower tier participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension or debarment.

3. The prospective lower tier participant shall provide immediate written notice to the person to which this proposal is submitted if at any time the prospective lower tier participant learns that its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.

4. The terms *covered transaction*, *civil judgment*, *debarment*, *suspension*, *ineligible*, *participant*, *person*, *principal*, and *voluntarily excluded*, as used in this clause, are defined in 2 CFR parts 180 and 1200. You may contact the person to whom this proposal is submitted for assistance in obtaining a copy of those regulations.

5. The prospective lower tier participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency with which this transaction originated.

6. The prospective lower tier participant further agrees by submitting this proposal that it will include the clause titled "Instructions for Lower Tier Participant Certification" including the "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion – Lower Tier Covered Transaction," without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions and will require lower tier participants to comply with 2 CFR parts 180 and 1200.

7. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant is responsible for ensuring that its principals are not suspended, debarred, or otherwise ineligible to participate in covered transactions. To verify the eligibility of its principals, as well as the eligibility of any prospective lower tier participants, each participant may, but is not required to, check the System for Award Management Exclusions website (<https://www.sam.gov>).

8. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.

9. Except for transactions authorized under paragraph 5 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension or debarment.

Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion -- Lower Tier Covered Transactions:

1. The prospective lower tier participant certifies, by submission of this proposal, that neither it nor its principals is presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participating in covered transactions by any Federal department or agency.

2. Where the prospective lower tier participant is unable to certify to any of the statements in this certification, such prospective participant shall attach an explanation to this proposal.

BUY AMERICA ACT

(applies to subrecipients as well as States)

The State and each subrecipient will comply with the Buy America requirement (23 U.S.C. 313) when purchasing items using Federal funds. Buy America requires a State, or subrecipient, to purchase with Federal funds only steel, iron and manufactured products produced in the United States, unless the Secretary of Transportation determines that such domestically produced items would be inconsistent with the public interest, that such materials are not reasonably available and of a satisfactory quality, or that inclusion of domestic materials will increase the cost of the overall project contract by more than 25 percent. In order to use Federal funds to purchase foreign produced items, the State must submit a waiver request that provides an adequate basis and justification for approval by the Secretary of Transportation.

PROHIBITION ON USING GRANT FUNDS TO CHECK FOR HELMET USAGE

(applies to subrecipients as well as States)

The State and each subrecipient will not use 23 U.S.C. Chapter 4 grant funds for programs to check helmet usage or to create checkpoints that specifically target motorcyclists.

POLICY ON SEAT BELT USE

In accordance with Executive Order 13043, Increasing Seat Belt Use in the United States, dated April 16, 1997, the Grantee is encouraged to adopt and enforce on-the-job seat belt use policies and programs for its employees when operating company-owned, rented, or personally-owned vehicles. The National Highway Traffic Safety Administration (NHTSA) is responsible for providing leadership and guidance in support of this Presidential initiative. For information and resources on traffic safety programs and policies for employers, please contact the Network of Employers for Traffic Safety (NETS), a public-private partnership dedicated to improving the traffic safety practices of employers and employees. You can download information on seat belt programs, costs of motor vehicle crashes to employers, and other traffic safety initiatives at www.trafficsafety.org. The NHTSA website (www.nhtsa.gov) also provides information on statistics, campaigns, and program evaluations and references.

POLICY ON BANNING TEXT MESSAGING WHILE DRIVING

In accordance with Executive Order 13513, Federal Leadership On Reducing Text Messaging While Driving, and DOT Order 3902.10, Text Messaging While Driving, States are encouraged to adopt and enforce workplace safety policies to decrease crashes caused by distracted driving, including policies to ban text messaging while driving company-owned or rented vehicles, Government-owned, leased or rented vehicles, or privately-owned vehicles when on official Government business or when performing any work on or behalf of the Government. States are also encouraged to conduct workplace safety initiatives in a manner commensurate with the size of the business, such as establishment of new rules and programs or re-evaluation of existing programs to prohibit text messaging while driving, and education, awareness, and other outreach to employees about the safety risks associated with texting while driving.

SECTION 402 REQUIREMENTS

1. To the best of my personal knowledge, the information submitted in the Highway Safety Plan in support of the State's application for a grant under 23 U.S.C. 402 is accurate and complete.
2. The Governor is the responsible official for the administration of the State highway safety program, by appointing a Governor's Representative for Highway Safety who shall be responsible for a State highway safety agency that has adequate powers and is suitably equipped and organized (as evidenced by appropriate oversight procedures governing such areas as procurement, financial administration, and the use, management, and disposition of equipment) to carry out the program. (23 U.S.C. 402(b)(1)(A))
3. The political subdivisions of this State are authorized, as part of the State highway safety program, to carry out within their jurisdictions local highway safety programs which have been approved by the Governor and are in accordance with the uniform guidelines promulgated by the Secretary of Transportation. (23 U.S.C. 402(b)(1)(B))
4. At least 40 percent of all Federal funds apportioned to this State under 23 U.S.C. 402 for this fiscal year will be expended by or for the benefit of political subdivisions of the State in carrying out local highway safety programs (23 U.S.C. 402(b)(1)(C)) or 95 percent by and for the benefit of Indian tribes (23 U.S.C. 402(h)(2)), unless this requirement is waived in writing. (This provision is not applicable to the District of Columbia, Puerto Rico, the U.S. Virgin Islands, Guam, American Samoa, and the Commonwealth of the Northern Mariana Islands.)
5. The State's highway safety program provides adequate and reasonable access for the safe and convenient movement of physically handicapped persons, including those in wheelchairs, across curbs constructed or replaced on or after July 1, 1976, at all pedestrian crosswalks. (23 U.S.C. 402(b)(1)(D))
6. The State will provide for an evidenced-based traffic safety enforcement program to prevent traffic violations, crashes, and crash fatalities and injuries in areas most at risk for such incidents. (23 U.S.C. 402(b)(1)(E))
7. The State will implement activities in support of national highway safety goals to reduce motor vehicle related fatalities that also reflect the primary data-related crash factors within the State, as identified by the State highway safety planning process, including:
 - Participation in the National high-visibility law enforcement mobilizations as identified annually in the NHTSA Communications Calendar, including not less than 3 mobilization campaigns in each fiscal year to –
 - Reduce alcohol-impaired or drug-impaired operation of motor vehicles; and
 - Increase use of seat belts by occupants of motor vehicles;
 - Sustained enforcement of statutes addressing impaired driving, occupant protection, and driving in excess of posted speed limits;

- An annual Statewide seat belt use survey in accordance with 23 CFR part 1340 for the measurement of State seat belt use rates, except for the Secretary of Interior on behalf of Indian tribes;
 - Development of Statewide data systems to provide timely and effective data analysis to support allocation of highway safety resources;
 - Coordination of Highway Safety Plan, data collection, and information systems with the State strategic highway safety plan, as defined in 23 U.S.C. 148(a). (23 U.S.C. 402(b)(1)(F))
8. The State will actively encourage all relevant law enforcement agencies in the State to follow the guidelines established for vehicular pursuits issued by the International Association of Chiefs of Police that are currently in effect. (23 U.S.C. 402(j))
9. The State will not expend Section 402 funds to carry out a program to purchase, operate, or maintain an automated traffic enforcement system. (23 U.S.C. 402(c)(4))

I understand that my statements in support of the State's application for Federal grant funds are statements upon which the Federal Government will rely in determining qualification for grant funds, and that knowing misstatements may be subject to civil or criminal penalties under 18 U.S.C. 1001. I sign these Certifications and Assurances based on personal knowledge, and after appropriate inquiry.



Tammy Kramer

6/30/22

Signature Governor's Representative for Highway Safety

Date

Tammy Kramer

Printed name of Governor's Representative for Highway Safety

5.2 Appendix B to Part 1300 – Application Requirements for Section 405 and Section 1906 Grants

For FFY 2023, Alaska is applying for the following 405 incentive grants programs:

- Part 1 – Occupant Protection (23 CFR 1300.21).
- Part 2 – State Traffic Safety Information System Improvements (23 CFR 1300.22).
- Part 3 – Impaired Driving Countermeasures (23 CFR 1300.23).

NOTE: The 405 application, which is signed by Alaska’s Governor’s Representative for Highway Safety and includes the completed sections of the Appendix B to Part 1300 – Application Requirements for Section 405, was submitted separately to NHTSA.

In my capacity as the Governor’s Representative for Highway Safety, I hereby provide the following certifications and assurances –

- I have reviewed the above information in support of the State’s application for 23 U.S.C. 405 and Section 1906 grants, and based on my review, the information is accurate and complete to the best of my personal knowledge.
- As condition of each grant awarded, the State will use these grant funds in accordance with the specific statutory and regulatory requirements of that grant, and will comply with all applicable laws, regulations, and financial and programmatic requirements for Federal grants.
- I understand and accept that incorrect, incomplete, or untimely information submitted in support of the State’s application may result in the denial of a grant award.

I understand that my statements in support of the State’s application for Federal grant funds are statements upon which the Federal Government will rely in determining qualification for grant funds, and that knowing misstatements may be subject to civil or criminal penalties under 18 U.S.C. 1001. I sign these Certifications and Assurances based on personal knowledge, and after appropriate inquiry.



Tammy Kramer

Signature Governor’s Representative for Highway Safety

6/30/22

Date

Tammy Kramer

Printed name of Governor’s Representative for Highway Safety

6.0 FFY 2023 HSP Amendments

Modifications, amendments, or additions throughout FFY 2023 to the HSP will be detailed in the following section.